UNIVERSALJOURNAL
ISSN 2721-7132

E-COMMERCE DURING CORONAVIRUS

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ABSTRACT

Today e-commerce always gets more attention from people because the coronavirus we cannot go out from our house. So, we have conclusion to buy from e-commerce it will make easy than we should go outside. But sometimes many people got addict to buy from e-commerce. When they open the site of e-commerce many people always give a lot of time to search what they want and waste their time to scroll it. E-commerce trends in coronavirus predicament as well as how imminent progress in e-commerce that might affect consumer behavior in future. E-commerce is become a substitute source and considered top in this condition, and e-retailers provides goods that usually consumers bought in superstore traditionally. Now coronavirus have an impact on whole of e-commerce.

Keywords: *E-commerce, coronavirus, and trends*

i. INTRODUCTION

In this generation many things happened in the business. Everything in business adjust to current condition like today. We have good technology that is why the business should include to use technology such as electric commerce. New model of this business using internet and we can see many things on the internet. It is a “disruptive” innovation that is radically changing the traditional way of doing business. The industry is moving so fast because it operates under totally different principles and work rules in the digital economy. A general rule in e-commerce is that there is no simple prescription and almost no such thing as an established business or revenue model for companies even within the same industry. E-

commerce planners and strategic managers will be able to use the framework to analyze and evaluate the critical successful factors for e-commerce success.

ii. METHOD

A. E-commerce

As part of attaining Malaysia's goal of being a knowledge driven economy, economic growth through ICT enablement is one of the key success factors. e-Commerce is seen to affect economic growth positively through opening up the world as a 'local' market, reachable by even the smallest of businesses, thus leveling the playing field for the competitive advantages each country's economic participants have to offer. e-Commerce itself is enabled by ICT literacy and ICT proliferation, and is thus fully in line with Malaysia's national development goals. Although there is currently no internationally agreed-upon definition of e-Commerce, for the context of this article, e-Commerce, which stands for electronic commerce, may be defined as the sale or purchase of goods or services, whether between businesses, households, individuals, governments, and other public or private organizations, conducted over computer-mediated networks. This includes, for example, virtual items, information, and/or the conducting of financial transactions via electronic means, via the Internet or the computer networks that make up the Information Superhighway (I-way). e-Commerce can be business-to-business (B2B) or business-to-consumer (B2C), but is currently heavily dominated by B2B in terms of revenue split. B2B e-Commerce can be open to all interested parties, including commodity exchange, or limited to specific qualified participants, such as private electronic markets. B2C e-Commerce, on the other hand, is conducted by establishments, such as Amazon.com, with any individual. In theoretical e-commerce existing work on national culture and internet shopping, and developed hypotheses on the effects of the cultural dimensions of individualism-collectivism and uncertainty avoidance on people's decision to adopt internet shopping.

1. The Internet Shopping Environment

Internet shopping inherently involves higher levels of uncertainty than shopping from a physical store because the activity is new to most people, and the transactions are conducted in virtual environment without the physical assurance of traditional shopping experiences. Potential shoppers often lack information not only on the online store (e.g., whether the store is legitimate), but also the process (e.g., what will happen after the shopper key in his/her credit card number) and the outcome (e.g., whether the product will arrive as promised). We define trust as the willingness of a consumer to expose him/herself to the possibility of loss during an internet shopping

transaction, based on the expectation that the merchant will engage in generally acceptable practices and will be able to deliver the promised products of services.

2. Cultural Effects

National culture is defined as 'the values, beliefs and assumptions learned in early childhood that distinguish one group of people from another. Hofstede derived his four cultural dimensions from data that he collected from IBM employees around the world more than 30 years ago. One criticism of his work has been that it was collected solely from one organization. Despite this criticism, Hofstede's empirical results have been replicated by many researchers, and his cultural framework has been accepted as important and useful for explaining differences among nations. It is worth noting that his latest book contains new data that were not part of the IBM data set (Hofstede, 2001). Consistent with prior research, this study employed a similar approach by investigating the impact of Hofstede's national culture framework on Internet shopping rates, but using individual-level reasoning to predict the expected relationships. Specific to our research context, we believe that our individual-level argument could also be applied to the societal level. In the following sub-sections, we will elaborate on the ways that two cultural dimensions, uncertainty avoidance and individualism–collectivism, could contribute to people's willingness to trust online vendors and to accept uncertainty during Internet shopping.

3. IS The Internet Shopping to Risky?

One cultural dimension that may affect Internet shopping behavior is uncertainty avoidance (Hofstede, 1991). People from cultures with high uncertainty avoidance levels have lower tolerance for uncertainty, higher needs for structure (i.e., formal rules and regulations), and stronger faith in institutions (e.g., the government) than people from cultures with low uncertainty avoidance levels. Internet shopping inherently involves more uncertainties than shopping in traditional physical stores. Further, shopping via the Internet represents a total change in shopping habit and lifestyle. Therefore, it is reasonable to expect that people in high uncertainty avoidance cultures are more likely to resist buying online than people in low uncertainty avoidance cultures. Most importantly, people in high uncertainty avoidance cultures have higher needs for structure (i.e., formal rules and regulations) than people in cultures with low uncertainty avoidance. It lacks the kind of institutional assurance that people in high uncertainty avoidance cultures desire. It is thus expected that people in countries with lower uncertainty avoidance levels would generally view Internet shopping more

favorably than would people in countries with higher uncertainty avoidance levels.

B. **CORONAVIRUS**

On 31st December 2019, 27 cases of pneumonia of unknown aetiology were identified in Wuhan City, Hubei province in China. Wuhan is the most populous city in central China with a population exceeding 11 million. These patients most notably presented with clinical symptoms of dry cough, dyspnea, fever, and bilateral lung infiltrates on imaging. Cases were all linked to Wuhan's Huanan Seafood Wholesale Market, which trades in fish and a variety of live animal species including poultry, bats, marmots, and snakes. The causative agent was identified from throat swab samples conducted by the Chinese Centre for Disease Control and Prevention (CCDC) on 7th January 2020, and was subsequently named Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-CoV-2). The disease was named COVID-19 by the World Health Organization (WHO).

I. **WHO Global Health Emergency**

On 30th January 2020, the WHO declared the Chinese outbreak of COVID-19 to be a Public Health Emergency of International Concern posing a high risk to countries with vulnerable health systems. The emergency committee have stated that the spread of COVID-19 may be interrupted by early detection, isolation, prompt treatment, and the implementation of a robust system to trace contacts. Other strategic objectives include a means of ascertaining clinical severity, the extent of transmission, and optimizing treatment options. A key goal is to minimize the economic impact of the virus and to counter misinformation on a global scale. In light of this, various bodies have committed to making articles pertaining to COVID-19 immediately available via open access to support a unified global response**.**

II. **Global Response**

Efforts aimed at deciphering the pathophysiology of COVID-19 have led to the EU mobilizing a €10,000,000 research fund to “contribute to more efficient clinical management of patients infected with the virus, as well as public health preparedness and response”. Regarding diagnostic testing, US-based companies such as Co-Diagnostics and the Novacyt's

molecular diagnostics division Primer design have launched COVID-2019 testing kits for use in the research setting. The United Kingdom (UK) government have also invested £20,000,000 to help develop a COVID-19 vaccine. Additionally, the United States (US) have suspended all entry of immigrants and non-immigrants having travelled to high-risk zones with the intention of halting further viral spread. Hong Kong has also suspended several public transport services across the border and many hospital workers and civil servants are currently on strike. Strikers are demanding that the border to mainland China be closed completely to prevent further COVID-19 transmission. However, Hong Kong authorities have resisted these requests, stating that "closing the border would go against advice from the WHO". In addition, growing fears regarding China's economy has led the Chinese central bank to invest ¥150 billion to support the stability of the currency market.

III. Viral Transmission and Spread

There are currently few studies that define the pathophysiological characteristics of COVID-19, and there is great uncertainty regarding its mechanism of spread. Current knowledge is largely derived from similar coronaviruses, which are transmitted from human-to-human through respiratory fomites. Typically, respiratory viruses are most contagious when a patient is symptomatic. However, there is an increasing body of evidence to suggest that human-to-human transmission may be occurring during the asymptomatic incubation period of COVID-19, which has been estimated to be between 2 and 10 days. As of 3rd March 2020, 90,870 cases of COVID-19 have been confirmed, 80,304 of which are confined to China. Of the Chinese cases, 67,217 were confirmed in the Hubei Province with the remainder being reported in 34 provinces, regions and cities in China (Fig. 1). The remaining 10,566 cases were identified in 72 countries including Japan, the US, and Australia. 166 of these cases were fatal (the Philippines, Japan, Korea, Italy, France, Iran, Australia, Thailand, and the US). It is important to note that these figures are likely to be an underestimate, since the data presented depicts laboratory-confirmed diagnoses only.

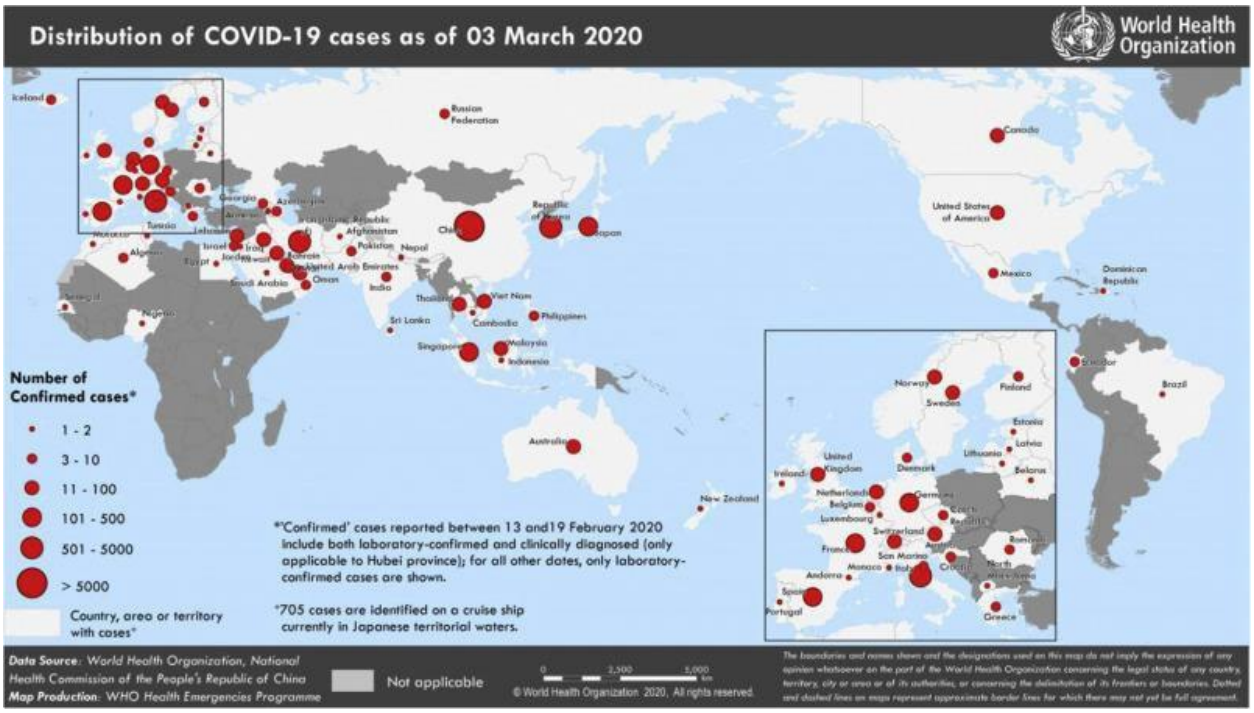

Fig. 1. Illustration of the geographical spread of confirmed COVID-19. Data accurate as of 3rd March 2020.

IV. Coronavirus Impact on User Behavior

Since 52% of consumers are trying to implement social distancing, more people are now shopping online for a growing number of new product categories. So, it is not just about a rapid rise in online purchases, but about the nature of that demand. Some of the biggest retail chains have already been announcing that they are expanding their ecommerce sales. But COVID-19 has expedited this process. And although these businesses may seem to be better equipped to serve the novel customer needs, due to the pandemic, this shift is spanning out of control. Consumers start purchasing in categories that weren't forecasted to see such a rapid rise in online shopping. So, with the long-awaited yet accelerated shift towards online shopping, consumer behavior at the time of the COVID-19 pandemic is mostly about user behavior. Thus, with insights from SEMrush data, we will reveal:

- How the consumer demand has been changing within the past few weeks,
- Which industries have seen the biggest spike in traffic,

- Which products top the list of most searched online.

V. **Covid-19 Top Impact by Industries**

You would assume that the Health category would see the highest spike in search traffic. A. J. Ghergich has shared some interesting insights on health-related search trends during the coronavirus outbreak. However, we have already been within this crisis for a while, and health is not the only matter preoccupying everyone's minds now. It is all about getting through the quarantine and shelter in place orders. So, people start adapting to this "new normal," and leisure/hobby categories are seeing the highest volatility at the moment.

C. **TRENDS**

As people come to terms with their new living situations, their buying behavior has adapted to suit their needs. While panic buying may have slowed in some countries, consumers continue to stock up on supplies, or "pandemic pantry products". Many consumers are also using their newfound time to focus on their health, with 85% of consumers taking up some kind of exercise while in social isolation, and 40% of them saying they intend to keep it up when restrictions are lifted. These changing behaviors have resulted in a number of product categories experiencing a surge in demand — and although a lot of them are practical, others are wonderfully weird. With everyone's eyes fixed are focused on CDC data, the general public anticipates drastic shifts to the way they used to live and consume items they want and need. In turn, businesses understand that these changes are about to affect their entire business management systems — from supply chain to ecommerce adoption or expansion. And to stay ahead of the game and make informed decisions, there is data they need to look at. So, we have compiled the latest SEMrush data on ecommerce trends, consumer behavior, and demand to help businesses navigate through what might be the most challenging time to run a business — the coronavirus pandemic.

Retail website's traffic

Location: Global | Time Range: Jan 2020 – Mar 2020

RETAIL WEBSITE'S TRAFFIC				
Billions			Months	
12.81 B			Jan-20	
13.97 B			Feb-20	
14.34 B			Mar-20	

(Andrienko, 2020)

In comparison to previous industries, it may seem like a 5% Increase in traffic is nothing, but retail is the category with over 14 billion monthly traffic. So, just within three months, it gained over 1.5 billion new visitors.

Top list retail website by traffic

Location: Global | Time Range: March 2020

Top List of Retail Website by Traffic	
Website	Millions
amazon.com	4059M
ebay.com	1227M
rakuten.co.id	804M
samsung.com	648M
walmart.com	614M
apple.com	562M
aliexpress.com	532M
etsy.com	395M
homedepot.com	292M
allegro.pl	272M

(Andrienko, 2020)

Officially the world's largest retailer, Amazon has announced it can no longer keep up with consumer demand. As a result, it will be delaying the delivery of non-essential items, or in some cases not taking orders for non-essentials at all. This presents a double-edged sword, as the new dynamic that is bringing some retailers unprecedented demand could also bring about an untimely end for others.

iii. CONCLUSION

Now e-commerce in this world have a positive impact. Many stores close during coronavirus because the government statement of many place for lock down and make people quarantine by them self. Therefore, the e-commerce always helps people in the critical condition. In this article, we have review and deliberate disparagingly China's COVID-19 outbreak. We are primarily interested in how coronavirus spread and effects the e-commerce of not only china rather it effects globally. Awareness almost this topic can countersign better information in people and deliberation to how e-commerce, business, and economies of countries effected by coronavirus. how e-commerce provides alternative way to people to meet their

demands. E-commerce enhanced by COVID-19. How it impacted e-commerce will be encouraging other researchers to investigate more deeply in this area such as ecommerce trends how changed by corona and future trends.

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