

**Electronic commerce in COVID-19 Pandemic era**  
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**Abstract:**

The coronavirus has changed global trends massively. These differences cause unintended and secondary money to be raised on this virus. Factors that help in the spread and progress of e-commerce as well as the imminent progress of e-commerce that may affect consumer behavior in the future. This article looks at that e-commerce has grown due to the coronavirus. E-commerce has become an alternative resource and is considered the best in this case, electronic retailers provide goods that consumers usually buy in supermarkets traditionally. The impact of the Corona virus on e-commerce as a whole. Meanwhile, we want to understand its cost-benefit stability as well as well-connected actions in the future.

Keywords: (electronic commerce, era, Covid-19 pandemic).

## التجارة الإلكترونية في عصر جائحة كوفيد - ١٩

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الملخص:

لقد غير فيروس كورونا الاتجاهات العالمية بشكل كبير. تؤدي هذه الاختلافات إلى جمع أموال غير مقصودة وثانوية على هذا الفيروس. العوامل التي تساعد في انتشار التجارة الإلكترونية وتقدمها بالإضافة إلى التقدم الوشيك للتجارة الإلكترونية التي قد تؤثر على سلوك المستهلك في المستقبل. تبحث هذه المقالة في أن التجارة الإلكترونية قد نمت بسبب فيروس كورونا. أصبحت التجارة الإلكترونية مورداً بديلاً وتعتبر الأفضل في هذه الحالة ، حيث يوفر تجار التجزئة الإلكترونيون السلع التي يشتريها المستهلكون عادةً في محلات السوبر ماركت تقليدياً. تأثير فيروس كورونا على التجارة الإلكترونية ككل. وفي الوقت نفسه ، نريد أن نفهم استقرار التكلفة والعائد وكذلك الإجراءات المرتبطة جيداً في المستقبل.

الكلمات المفتاحية: ( التجارة الإلكترونية، عصر، جائحة كوفيد - ١٩ ).

### Introduction

In light of the challenges imposed by the economic and social reality at the present time

Most countries of the world are seeking, in various ways, to search for a method of conducting commercial activity in line with

these challenges. These search efforts have culminated in the emergence of the method of electronic commerce, as it has become competitive with traditional trade in terms of its size and the advantages it enjoys.

After the emergence of the Corona pandemic, e-commerce became the most used method to meet the needs of individuals for goods and services as a result of the quarantine imposed on them to prevent the spread of the virus, which indicates the impact of this type of trade on the spread of this epidemic.

Which leads us to search for the degree of this influence

The study of this topic aims to highlight the role of electronic commerce in such circumstances

Which leads us to ask the following question:

What is the impact of the Corona pandemic on e-commerce?

## **E-COMMERCE TYPES**

There exist different transaction schemas that are forked from different types of e-commerce. Here, we are going to talk about them in details.

### **1- Business-to-business**

Business-to-business (B2B) describes commerce transactions between businesses, such as between a manufacturer and a wholesaler, or between a wholesaler and a retailer. Contrasting terms are business-to-consumer (B2C) and business-to-government (B2G). The volume of B2B (Business-to-Business) transactions is much higher than the volume of B2C transactions. The primary reason for this is that in a typical supply chain there will be many

B2B transactions involving sub components or raw materials, and only one B2C transaction, specifically sale of the finished product to the end customer. For example, an automobile manufacturer makes several B2B transactions such as buying tires, glass for windshields, and rubber hoses for its vehicles. The final transaction, a finished vehicle sold to the consumer, is a single (B2C) transaction. B2B is also used in the context of communication and collaboration. Many businesses are now using social media to connect with their consumers (B2C); however, they are now using similar tools within the business so employees can connect with one another. When communication is taking place amongst employees, this can be referred to as "B2B" communication. The term "business-to-business" was originally coined to describe the electronic communications between businesses or enterprises in order to distinguish it from the communications between businesses and consumers (B2C). It eventually came to be used in marketing as well, initially describing only industrial or capital goods marketing. Today it is widely used to describe all products and services used by enterprises. Many professional institutions and the trade publications focus much more on B2C than B2B, although most sales and marketing personnel are in the B2B sector [1]

## **2- Business-to-consumer**

Business-to-consumer (B2C, sometimes also called Business-to-Customer) describes activities of businesses serving end consumers with products and/or services. An example of a B2C transaction would be a person buying a pair of shoes from a retailer. The transactions that led to the shoes being available for purchase, which is the purchase of the leather, laces, rubber, etc. However, the sale of the shoe from the shoemaker to the retailer

would be considered a (B2B) transaction. While the term e-commerce refers to all online transactions, B2C stands for "business-to-consumer" and applies to any business or organization that sells its products or services to consumers over the Internet for its own use. When most people think of B2C e-commerce, they think of Amazon, the online bookseller that launched its site in 1995 and quickly took on the nation's major retailers. In addition to online retailers, B2C has grown to include services such as online banking, travel services, online auctions, health information and real estate sites. Peer-to-peer sites such as Craigslist also fall under the B2C category. B2C e-commerce went through some tough times, particularly after the technology-heavy Nasdaq crumbled in 2000. In the ensuing dotcom carnage, hundreds of e-commerce sites shut their virtual doors and some experts predicted years of struggle for online retail ventures. Since then, however, shoppers have continued to flock to the web in increasing numbers. In fact, North American consumers adopted ecommerce so much that despite growing fears about identity theft, they spent \$172 billion shopping online in 2005, up from \$38.8 billion in 2000. By 2010, consumers are expected to spend \$329 billion each year online, according to Forrester Research. What's more, the percentage of U.S. households shopping online is expected to grow from 39 percent this year to 48 percent in 2010. In October 2010, an extension of B2C, B2I was coined (sometimes referred to as B2I). While B2C includes all manners of a business marketing or selling to consumers, B2I is specifically targeted towards an individual. B2I requires specific Personalization for that individual. B2I requires Insight in order to create the personalized experience [2].

### **3- Business-to-employee**

Business-to-employee (B2E) electronic commerce uses an intrabusiness network which allows companies to provide products and/or services to their employees. Typically, companies use B2E networks to automate employee-related corporate processes. Examples of B2E applications include [3]:

- Online insurance policy management
- Corporate announcement dissemination
- Online supply requests
- Special employee offers
- Employee benefits reporting
- 401(k) Management

### **4- Business-to-government**

Business-to-government (B2G) is a derivative of B2B marketing and often referred to as a market definition of "public sector marketing" which encompasses marketing products and services to various government levels - including federal, state and local - through integrated marketing communications techniques such as strategic public relations, branding, marcom, advertising, and web-based communications. Rania Nemat, World Applied Programming, Vol (1), No (2), June 2011. 102 B2G networks provide a platform for businesses to bid on government opportunities which are presented as solicitations in the form of RFPs in a reverse auction fashion. Public sector organizations (PSO's) post tenders in the form of RFP's, RFI's, RFQ's, Sources

Sought, etc. and suppliers respond to them. Government agencies typically have pre-negotiated standing contracts vetting the vendors/suppliers and their products and services for set prices. These can be state, local or federal contracts and some may be grandfathered in by other entities (ie. California's MAS Multiple Award Schedule will recognize the federal government contract holder's prices on a GSA General Services Administration Schedule). There are multiple social platforms dedicated to this vertical market and they have risen in popularity with the onset of the ARRA/Stimulus Program and increased government funds available to commercial entities for both grants and contracts [4]

#### E-commerce and COVID-19 Pandemic

Coronavirus impact the whole e-commerce of the world; it has changed the nature of business. According to research 52% of consumers avoiding to go brick and mortar shopping and crowded areas. Furthermore, 36% avoiding brick and mortar shopping until they get coronavirus vaccine. Coronavirus effects different on different nature of products, means the impact of COVID-19 on several product is very high and on some product less impact (Andrienko, 2020). Overall sale of e-commerce increases because of this virus, people avoiding to go out, keeping social distance and buying from home, working from home such as Walmart grocery e-commerce increases 74%. Moreover, the media usage also increased in this time and Facebook, google update their features to connect more people in single time such as Facebook introduce messenger for 44 people that is competing to Zoom. Similarly, Google also launched updated version (Sarah Davis, 2020). Top ten retail of e-commerce in pandemic is below.

### Top retail e-commerce websites in pandemic

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

(Andrienko, 2020)

Mostly buying products during pandemic are toilet paper, disposable gloves, freezer, bidet, kettlebells, bread machine, paint by numbers, puzzle, peloton, coloring book, air purifier, treadmill, stationary bike, yoga mat, refrigerator, exercise ball and exercise equipment (Andrienko, 2020). E-commerce has increased the buyers in developed countries even in developing countries, such as Malaysia, Singapore, Thailand, and Pakistan. In Pakistan e-commerce was started in 2000's but very poor, just 3% of whole population was buying online (Bhatti, 2018; Bhatti, Saad, & Gbadebo, 2018; Bhatti, Saad, & Salimon, 2019; Rehman, 2018). but now in pandemic it is reported that e-commerce in Pakistan increasing by 10% in daily record, and 15% raise in internet users. 30-40% surge the demands of products. For

quick service food panda is launched to provide easiness to people. It is good hope for Pakistan in term of e-commerce that e-commerce trend is move upward. <sup>(2)</sup>

The stores that have weakened in the time of Corona are travel stores, taxis, hotel booking sites, and others.

Retail sales of e-commerce shows that COVID-19 has significant impact on e-commerce and its sales are expected to reach \$6.5 trillion by 2023 (Jones, 2020). Furthermore, there are many products that significantly impacted by virus such as disposable gloves, cough and cold, bread machine, soups, dried grains and rice, packaged food, fruits cups, weight training, milk and cream, dishwashing supplies, paper towel, hand soaps and sanitizer, pasta, vegetables, flour, facial tissues and allergy medicine and many more. On the other hand, the products that declines by coronavirus are luggage and suitcase, briefcase, cameras, men's swimwear, women swimwear, bride dress, men formal dress, gym bags, rash guards, boys, athletic shoes, toys, lunch boxes, wallets, watches, girl's jackets and coats, boy's top's and caps etc.

### **E-commerce in Egypt**

In fact, they were engaged in trade in Egypt at that time. And it appears All in the following figure, figure (1), according to the report of the Social Foundation, Are we one of the categories of commerce The percentage of those who searched the Internet to buy a reputation is 81% of broadcasting in Egypt, and their proportions are as follows: Blindz, as well as 70 a % of have visited a store Retail, only done Electron 51% Purchase Electron, Ioni 39% bought from air phones and 19% bought from the British government. The global communication platforms and CDs

Figure (1)

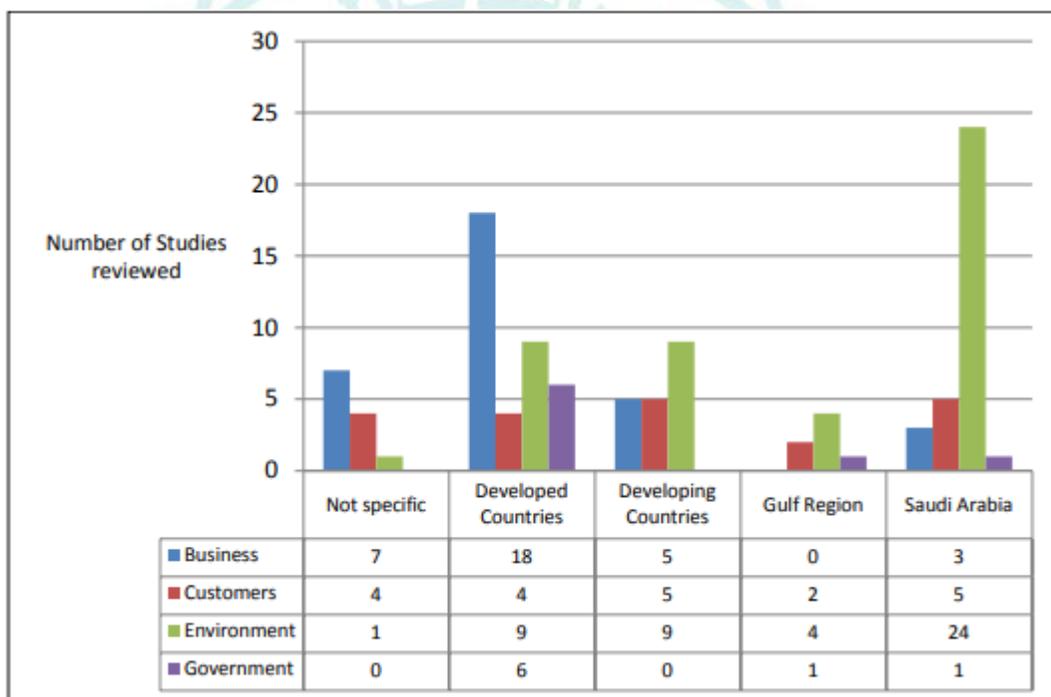


## E-commerce in Saudi Arabia

The factors, which have influenced the adoption and diffusion of e-commerce in research literature, are summarized in Table I (see the appendix). These factors and associated studies are further identified in Figure ٢. A study was undertaken to review the literature identifying the factors influencing the adoption and diffusion of e-commerce. The review is divided into four sections: businesses, customers, environmental and governmental factors (see Table I, in the appendix). A concept-centric structure is used to enable the separate influencing factors to be associated with the geographical context of the studies reviewed. The resulting concept matrix was then be used to provide a comparison of important factors in different parts of the world. The studies covered the geographical locations of: not specific, developed countries, developing countries, Gulf countries and Saudi Arabia. This division helps to compare different nations and identify similarities and differences (Figure 1). In regards to Developing Nations, the Gulf Region and Saudi Arabia, the environment (e-commerce infrastructure) is not yet fully established, so is an

important factor influencing the adoption and diffusion e-commerce. These figures also suggest that governmental support should be a high priority for e-commerce development. By contrast, the high level of readiness in e-commerce environment in Developed Countries leads most studies to concentrate on the businesses and why they might not be selling online when the e-commerce environment is ready for them [4] .

Figure 2



## Discussion

COVID-19 has significant impact on e-commerce of the world and in some cases negative impact but overall e-commerce is growing rapidly because of virus. Coronavirus compelled to customers to use internet and make it habit in their daily routine (Abiad, Arao, & Dagli, 2020). Furthermore, many challenges facing by retailers in e-commerce, such as extend the delivery time, difficulty face during movement control, social distance and lockdown (Hasanat et al., 2020). The process of shipment and supply is quite slow now, but still people buying because they do not have another alternative. Hence, people moving towards technology due to virus. Furthermore, some products are very high in demand in market. Even retailers cannot fulfill the customer's demands such as hand sanitizers, toilet papers, disposable gloves, grocery, and dairy products. On the other hand, negative effect of COVID-19 on tourism industry, flights are in loss, international trading is very slow and stuck in their position.

factors affecting consumer's online shopping behavior. The study results suggest that consumers' online shopping behavior is being affected by several factors like demographic factors, social factors, consumer online shopping experience, knowledge of using internet and computer, website design, social media, situational factors, facilitating conditions, product characteristics, sales promotional scheme, payment option, delivery of goods and after sales services plays an important role in online shopping.

There are influences that affect e-commerce, such as ignorance of buying from the electronic land and seeing the trust between the

customer and the owner of the online store, as well as the process of delivery to the consumer.

of challenges The adoption of e-commerce may pose a problem of evidence for various commercial transactions, as this type of commerce requires the adoption of a new type of evidentiary evidence, as those opaque in the real world do not apply to the world of the Internet. Institutions and Internet customers show them the administratively approved electronic evidence when practicing this type of trade so that it is safe for the operations they carry out

E-commerce has faced three main challenges during the pandemic:

- 1- product availability
- 2- logistics and transportation disruptions; and
- 3- consumer protection. First, e-commerce often

**Factors influencing business' adoption in this review include**

[6] :

- organization e-readiness
- competitive pressure
- set-up and maintenance cost
- brand strength
- relative advantage of using e-commerce
- consumer purchasing power
- Privacy and Security
- type of products
- Resistance to change

### **Factors influencing customers to purchase online**

The literature discusses various issues that influence consumers to purchase online.

The highlighted issues in this review include

- lack of trust due to security/privacy concerns
- reluctance to use credit cards
- language barriers
- preferences for in-store shopping
- good quality of e-commerce websites
- lack of product trial / inspect by hand
- relative advantage (prices, convince etc)
- familiarity of products/seller's good reputation

### **Environmental factors influencing the rate of B2C ecommerce adoption and diffusion**

Environmental factors affect the online environment and ecommerce activities, and as a result, also affect businesses and customers. This means that these factors are influential when businesses choose to adopt e-commerce and when customers decide to start trading using e-commerce. The most highlighted issues include

- ICT infrastructure
- online payment mechanisms
- the degree of credit cards penetration
- legislative and regulatory framework
- logistics Infrastructure
- education and awareness

## Conclusion

E-commerce is one of the important emerging methods of conducting commercial activity. It is distinguished from others by several characteristics. It has several advantages, whether for individuals, institutions or the national economy.

The spread of the Corona pandemic had a positive impact on this type of trade in that it increased in importance and witnessed unprecedented popularity and became the main refuge to meet the needs of individuals or institutions for goods and services due to the quarantine imposed by states on citizens and the closure of all economic sectors to prevent the spread of the virus.

But despite this increase and importance, e-commerce faces several challenges, problems and obstacles that prevent its development, and some conclusions can be drawn, the most important of which are:

- Lack of awareness among individuals of the importance of dealing with the information system
- Consumer distrust of product quality

[1] Wikipedia, article available at:

<http://en.wikipedia.org/wiki/Business-to-business>

[2] Wikipedia, article available at:

<http://en.wikipedia.org/wiki/Business-to-consumer>

[3] Wikipedia, article available at:

<http://en.wikipedia.org/wiki/Business-to-employee>

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[4] Simon Kemp, Digital 2020: Egypt, 17 Feb 2020, ٢٠٢٠

<https://datareportal.com/reports/digital-2020-egypt>

[5] (IJACSA) International Journal of Advanced Computer Science and Applications, Vol. 4, No.1, 2013

[6] A Study of Influential Factors in the Adoption and Diffusion of B2C E-Commerce (page 1)