

## E-commerce trends during COVID-19 Pandemic

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### Abstract

The Coronavirus intensely transformed the global trends. These variations causative to the high inadvertent and secondary funds that reflected for this virus. In this article determined the ecommerce trends in coronavirus predicament as well as how imminent progress in e-commerce that might affect consumer behavior in future. This article examines that e-commerce grew due to coronavirus. 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. Coronavirus impact on whole e-commerce. Meanwhile, we want to comprehend their efficacy to stability both cost and benefits as well connected actions in coming upcoming.

**Keyword:** COVID-19, E-commerce

### INTRODUCTION

Coronavirus are group of viruses that basis minor illness and certain type of virus can infect the lower airway, and commencing severe illness such as, pneumonia, bronchitis. People infected with this virus can contagions are serious and innocuous. World Health Organization (WHO, 2019) There are several pandemics in the history that has cause the change human life. COVID-19 has initiated on 12 December in Wuhan city of China, and it was noticed that people are infected by pneumonia by illusory link to a shop that retails fresh sea food to people. Within week millions of people infected with this virus in China. Furthermore, at the present time 205 countries are infected with this virus and their economies. It is a challenging situation for global and it effects the e-commerce trends (Nakhate & Jain, 2020; Whiteford, 2020). According world health organization WHO (2020) 6,366,788 have confirmed cases in which 383,262 deaths, furthermore details of the coronavirus is that in America 3,022,824, Europe 2,191,614, Eastern Mediterranean 552,497, South East Asia, 296, 620, Western Pacific, 186, 853, and Africa 115, 639 as shown in fig.1.

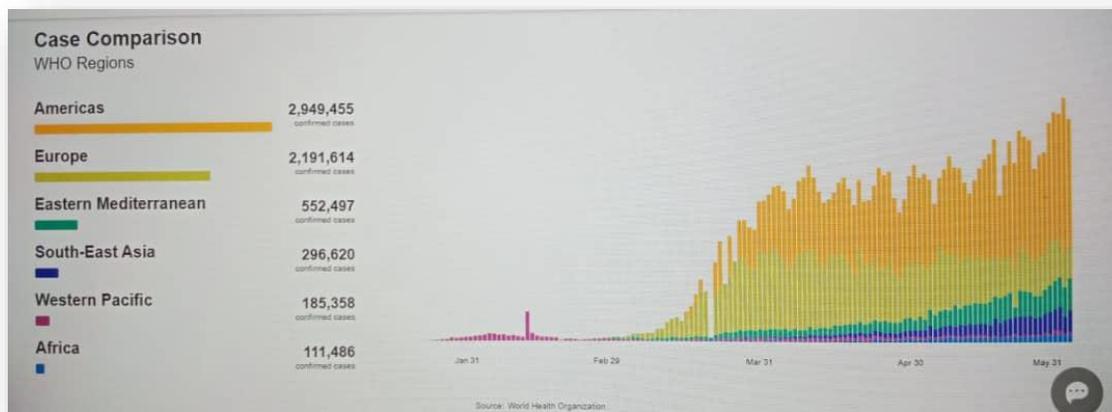


Fig.1.

WHO (2020)

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Coronavirus drastically changes the global trends. A rapid change has occurred in every business. It has changed the behaviour of human, nature of trading, business and even the way of life. It spread the scares among people they avoid to interact with others.

### **E-commerce and COVID-19**

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.

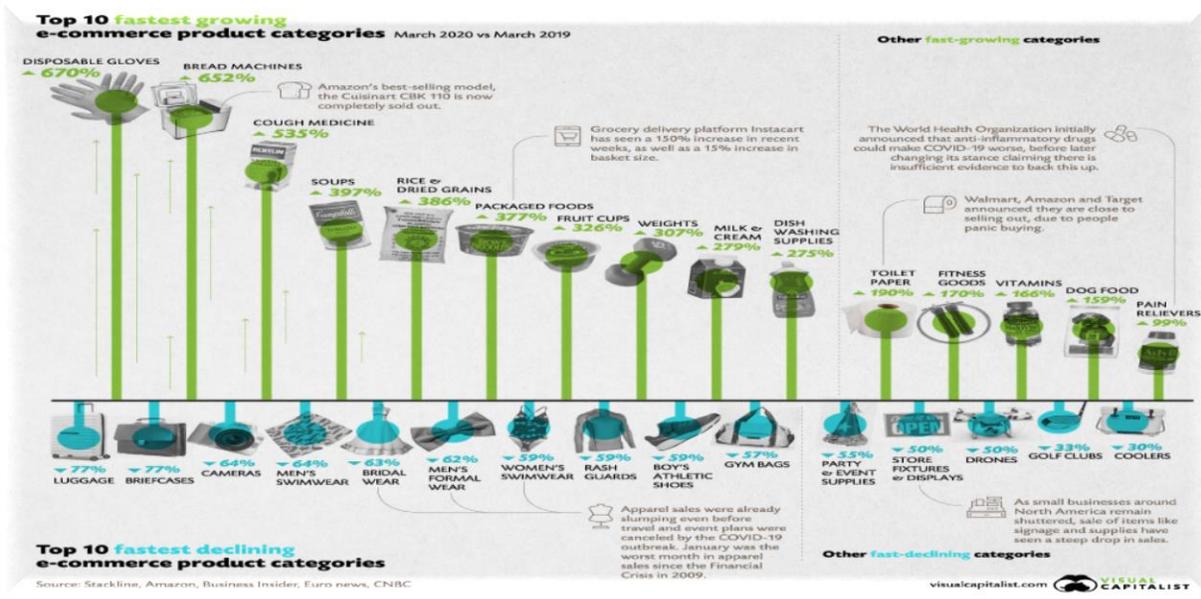
Coronavirus effects different on different nature of products, means the impact of COVID-19 on several product is very high and on some product less impact (Andrienko, 2020). Overall sale of e-commerce increases because of this virus, people avoiding to go out, keeping social distance and buying from 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**

<b>Sr.no</b>	<b>Retail website</b>	<b>Millions</b>
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)

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 (Abdullah Niazi, 2020).



(Jones, 2020)

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, bridal 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.

**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.

**Conclusion**

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 e-commerce trends how changed by corona and future trends.

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