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**Impact of the pandemic COVID19 on E-commerce**

We're starting to see how the early impact COVID-19 affects the ecommerce businesses. COVID-19 has certainly made an impact on ecommerce over the past couple of weeks now that isolation and social distancing measures have been put in place. The impact of COVID-19 on E-Commerce businesses is a topic of importance to both business owners and their customers.
Coronavirus came as a surprise, forcing everyone to change their way of life and set new goals. Your original goals – to increase sales, attend more business meetings, seminars, etc, are now on hold. Thinking about the present situation can get frustrating. However, it’s best to see yourself as SAFE NOT STUCK AT HOME. Also remember that when you maintain social distancing, you are helping to save the world. Workers in many infected countries have been asked to work from home, countries including the UK, Italy, and France have been placed under lockdown and schools have been shut down all over the world. Unsurprisingly, many stores have since taken the decision out of consumers’ hands by shutting up shop, forcing traditional consumers to adopt ecommerce as an alternative.

According to reports, the impact of the COVID-19 virus on e-commerce businesses is interesting. As expected, internet usage has spiked up by 50%. More people are giving thoughts to the idea of shopping for groceries online. As of April 7th, Grocery E-commerce was reported to have increased revenue by 56.36%. Even the e-commerce giant Amazon plans to hire 100,000 additional employees in the U.S and increase workers’ pay to respond to surging online orders. The report above confirms that in the middle of the pandemic, e-commerce businesses and delivery platforms need to double up. E-Commerce businesses and delivery platforms will need to focus on maintaining social distancing and other health measures while ensuring shoppers get their delivery right in time.  If you run an e-commerce business, remember that we are in this together and we appreciate your efforts and risk.

**Impact of Covid19 on E-Commerce in the U.S**

As the novel coronavirus continues to sweep across the United States, it is taking an ever-increasing toll on public health, as well as numerous other industries and sectors. From travel and tourism to finance and construction – almost every aspect of the U.S. economy has been affected by the global pandemic. One industry that has seen particularly noticeable changes over the past few months is e-commerce. As most states have issued stay-at-home orders in an attempt to slow the spread of the disease, many Americans are now self-isolating while turning to technology for work, education, communication, and shopping.

When asked about the changes in their general lifestyle due to COVID-19 in April 2020, around 67 percent of surveyed U.S. adults reported going to the shops less, while another 52 percent reported shopping more online. This shift from physical to digital shopping carts is one of several precautions citizens have started to take since infections began to multiply across the country in early 2020. In order to avoid contracting the virus in a crowded store, over 20 percent of Americans stated that their frequency of purchasing goods online increased in March, and even those who had never used e-commerce services in the past felt motivated to do so in the wake of the crisis.

Looking at the categories and products with the highest spikes in consumer demand, household necessities and hygiene products stand out as the top sellers among U.S. buyers. This trend is also reflected online, as disposable gloves have become the fastest-growing e-commerce category in March 2020, followed by bread machines and cold medicine. In contrast, spending on items like travel gear and sports equipment has significantly decreased as a result of the travel ban and other government-imposed containment measures. So, where do quarantined U.S. consumers purchase the plethora of products they deem necessary to navigate the corona crisis? Just as in many other parts of the world, the most popular destination is Amazon. The e-retail giant recorded almost 4.06 billion visitors worldwide in March 2020 and even had to temporarily limit its deliveries to essential items in some regions following the unprecedented flood of orders. Other e-commerce sites that have seen substantial growth in global include health and medicine e-retailers as well as furniture and home decor platforms. Overall, COVID-19 contributed to a six percent traffic increase on retail platforms worldwide between January and March 2020, leading many e-commerce retailers in the United States to expect production delays and inventory shortages in the future.

One of the most visible shifts in U.S. consumer demand and behaviour, however, can be seen in regard to grocery shopping. According to a global survey conducted in April 2020, roughly 30 percent of U.S. consumers spent more than usual on food and drinks due to COVID-19, with packaged foods, alcohol, and non-perishable items most frequently purchased for their long shelf lives. But not only the amount and type of food that U.S. customers buy and sometimes stockpile has shifted in the first quarter of 2020, but also the preferred avenues. Around 74 percent of surveyed shoppers indicated a willingness to visit online grocery platforms during home isolation to avoid trips to the supermarket. In return, orders on online grocery delivery platforms like Post mates and Door Dash are surging, with Instacart, one of the most popular grocery delivery apps in the United States, seeing a 218 percent increase in downloads in March 2020. But while these services offer customers a safe and flexible alternative to jammed grocery stores or restaurants, companies like Instacart are also facing harsh criticism for their treatment of delivery workers. As couriers are hired as gig workers instead of employees, they do not receive sick pay or other health benefits. Seeing that these contractors work on the frontlines of the pandemic, their lack of financial and physical protection against the coronavirus has been an ongoing point of contention.

**The Impact of Coronavirus (Covid-19) on E-Business in Malaysia**The coronavirus (Covid-19) has a wide-reaching effect on e-commerce, technology, business travel, and the economy. It has already taken the lives of many and is also taking. In addition to this, every country follows the lockdown procedures as a means of preventive measures and Malaysia has also adopted the same. The fact is unavoidable that the effect of novel coronavirus will have a significant effect on the country, economy, and society. It has also cut off the supply chain of the business. The online business is finding it difficult to sell their products online and also facing tremendous issues while sourcing their products from China. Similarly, the Malaysian market is also dependable upon the china product and it will highly impact the economy of Malaysia. Many online businesses are facing shortages of the products which are unable to satisfy the demand of the customers over there. This may also increase the price of the products in the coming futures after everything gets well. The pandemic of COVID-19 has forced the retail outlets of the nation to remain closed. This situation has identified to be unparalleled disruption of many businesses. When the number of major cities has declared self-isolated, lock-downs and following social distancing have directed towards the enhancement in the activities of the user. The users have enhanced their activities upon the online applications concerned with shopping in Malaysia. As per the research studies it has been found out that the usage of online retail applications and e-commerce mobile apps has experienced a significant rise inactive and new users. The rise in the numbers of the online audience has been evidenced from the primary week of March of the financial year 2020. Online wholesale mobile applications display an alike trend. It has been observed that there is development in the total number of active users, new users and pays out during the second week in the month of March 2020. It is also anticipated by the researchers that the proportion of active audiences in the online platform would be more as compared with the months of January and February. The majority of the development of new and active audiences in online mobile applications is mainly on websites that offer food delivery services and facilities.

The e-commerce business is being driven into significant limitations due to the
pressure from the pandemic of COVID-19. The e-commerce is identified as the dependent variable since the rise or the downfall in the demand of the particular online platform is significantly dependent on the widespread of COVID-19 and also on the customer's behaviour towards this global issue. The online business is mainly dependent on these two factors which would influence its overall demand in the market. For this particular reason, the customers have shifted towards the e-commerce approaches. This is considered as the only means through which the population of the nation can able to survive this pandemic situation. Increased numbers of audiences are trying to gain benefits from the digital grocery facilities. The tracking entity of the mobile application well known as Apptopia has signified that the daily downloads of popular grocery applications such as Walmart Grocery, Instacart, and Shiipt have been coming forward significantly starting at the end of the month of February.

**Conclusion**
The categories of products that will see a significant increase at the e-commerce level include food products, contact lenses and eyeglasses, books and products for children, household cleaning products and electronics (laptops, notebooks and printers). Conversely, the clothing and cosmetics sector will experience a decrease because many of their products are not considered basic necessities. However, a new analysis suggests that the whole direct-to-consumer sector is preparing to see a sharp drop in sales. COVID-19 could be a determining factor and could completely put some of these e-commerce companies out of business, especially the less financially sound shopping sites, which could be swallowed up by the giants of the market. With this in mind, the main e-commerce players in the world market, namely Amazon and eBay in North America and Western Europe, Alza and Emag in Eastern Europe, Beru and Goods.ru in Russia, Shopee Lazada and Aliexpress in China, India and South East Asia could obtain important slices of the market and become increasingly dominant in their competition against small and medium-sized e-commerce sites.