

# E-COMMERCE vs TRADITIONAL COMMERCE DURING COVID-19 PANDEMIC

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*Abstract* : E-Commerce has become one of the major consumption patterns currently. The Coronavirus intensely transforms the global trends. The Coronavirus seriously changes the worldwide patterns. These varieties causative to the high incidental and optional assets that reflected for this infection. Yet, due to Coronavirus pandemic E-trade businesses are confronting difficulties of startling structures which never existed. There is sure change in Demand and purchasing conduct of purchaser out of nowhere. Lockdowns and limitation presented by the public authority to control Coronavirus spread came about into bad dream for E-trade business. Web based business is become a substitute source and thought about top in this condition, and retailers give merchandise that generally purchasers purchased in superstore customarily. Covid-19 sway on entire internet business and how to change the entire conventional trade during Coronavirus - 19 pandemic. Then, we need to grasp their adequacy the progressions of traditional commerce. This paper is outcome of a review of various research studies carried out on how Covid – 19 pandemic change the traditional commerce.

**Keywords** - Covid-19, E-commerce, Traditional commerce, Pandemic, Challenges

## 1. INTRODUCTION:

Coronavirus is group of viruses that causes 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 have cause the change human life. COVID-19 has initiated on 12 December in Wuhan city of China, and it is 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 are infected by this virus in China. Furthermore, at the present time 205 countries are infected with this virus and their economies. Coronavirus drastically changes the global trends. A rapid change has occurred in every business. It has changed the behavior of human, nature of trading, business and even the way of life. It spread the scares among people they avoid to interact with others.

## 2. COVID -19 GLOBAL IMPACT ON ECONOMY ON E-COMMERCE

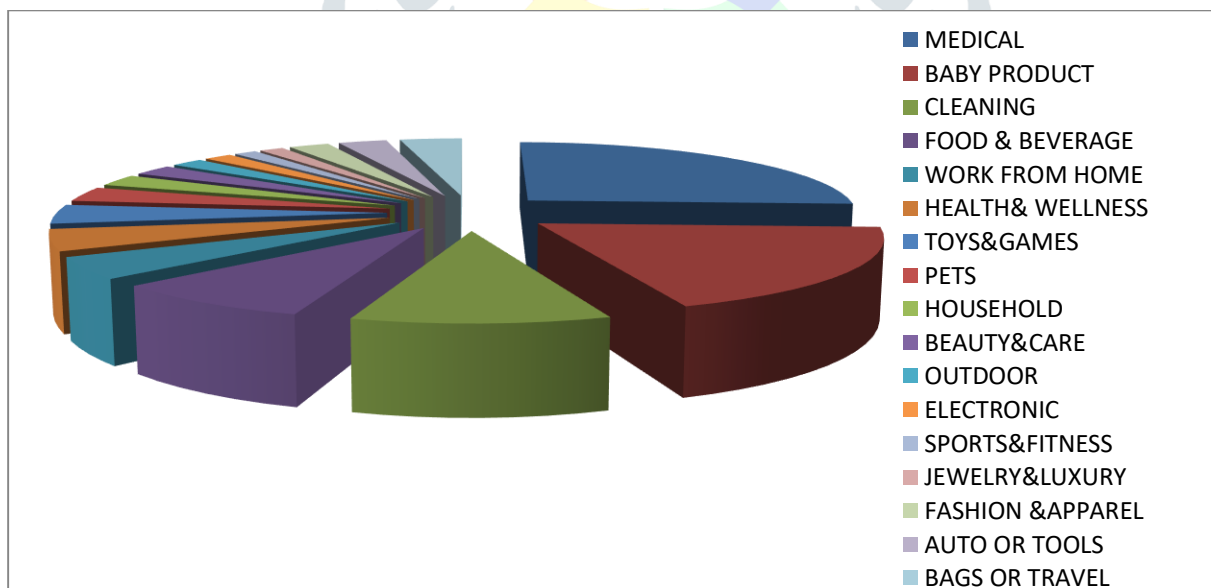
Coronavirus impacts the whole e-commerce of the world; it has changed the nature of business. According to research 52% of consumers avoiding to go brick and mortar shopping and crowded areas. Furthermore, 36% avoiding brick and mortar shopping until they get coronavirus vaccine. Coronavirus effects differently on different products. Impacts of COVID-19 on several products are very high and on some product less impact. 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 Wal-Mart grocery e-commerce increases 74%. Moreover, the media usage also increases 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 launches updated version. 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	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

Mostly buying products during pandemic are toilet paper, disposable gloves, freezer, bidet, kettle bells, bread machine, paint by numbers, puzzle, peloton, coloring book, air purifier, treadmill, stationary bike, yoga mat, refrigerator, exercise ball and exercise equipment. 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. 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.



Retail sales of e-commerce shows that COVID-19 has significant impact on ecommerce. Retail sales of e-commerce shows that COVID-19 has significant impact on ecommerce and its sales are expected to reach \$6.5 trillion by 2023. Furthermore, there are many products that significantly impacted by virus such as disposable gloves, cough and cold syrup, 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's swimwear, bridal dress, men's formal dress, gym bags, rash guards, athletic shoes, toys, lunch boxes, wallets, watches, girl's jackets and coats, boy's top's and caps etc.

### 3. TRADITIONAL COMMERCE DURING COVID 19 PERIOD

India's retail trade has suffered a business loss of about Rs 15.5 trillion in past 100days due to the Covid-19 pandemic, traders' body CAIT said on Sunday. In a statement, the Confederation of All India Traders (CAIT) said traders across the country are depressed because of minimal of the consumers, considerable absence of employees, facing financial crunch and yet have to meet several financial obligations. "No support policy from the central or state governments is yet another crucial factor which is haunting the traders," CAIT claimed.

CAIT Secretary General Praveen Khandelwal said, the domestic trade is passing through its worst period in the current century which reflects that if immediate steps are not taken about 20 per cent of the shops in India will have to close down their shutters.

In the all over the country small traders and daily workers and small businessworkers are Mostly affected because of covid-19 pandemic they did not get any sources from their business they had to counter face a lot of difficulties and losses for their business during covid-19 pandemic. They can face the food scarcity and they did not be able to run their family also. Lower middle class people did not able fulfill their basic needs. Many of them come under below poverty and most of the people did not get anyjobs because all businesses and companies or closed because of the covid19 pandemic so they did not get any jobs from any companies and those who have already in the job havebeen removed from work.

Small businesses are face a huge loses because people did not buy any food products like snacks, sweets, road side foods like fast foods and all because they fear about covid-19 virus, so small stall and trade outlet cannot be able to do anything for theirinvestments. In all over the world retail trade has suffered. So the profit goes down and all over the retail business and the loss is Rs 15.5 trillion in due to the Covid-19 pandemic.

### 4. CONCLUSION

The industries which are previously hesitant to take up modern business methods are now forced to do it- only to realize that these methods actually have advantages overthe traditional ways. Many such businesses may also find it hard to go back to the traditional operations at once things get back to normal.

From the consumer point of view, it is difficult to pinpoint whether the population is going to continue using modern ways or go back to the traditional methods once the lockdown ends. Whatever the case is, coronavirus has largely affected the traditional practice of business operation while helping them integrate modern ways even if it is temporary.

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