

The E-commerce business in time of Covid-19: Positive impact

التجارة الإلكترونية في زمن الكوفيد - 19: التأثير الإيجابي

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Abstract :

ملخص :

The study aimed to determine the impact of coronavirus (Covid-19) on the online business or e-commerce in the world.

For this study, we choose the most countries affected by the coronavirus in the world which are Italy, China, UK ,France and the USA as examples, and we took the first quarter of 2020 as a time field for the study .

The results illustrated that despite the negative effects of COVID-19 on e-commerce, the Internet sales increased in all this countries ,while retail sales have fallen ,and that the e-commerce was the lifeline for enterprises during the crisis.

Keywords : E-commerce ; coronavirus; Crisis; online retails ; Positive impact.

هدفت الدراسة الى تحديد تأثير فيروس (Covid-19) على الأعمال التجارية عبر الإنترنت أو التجارة الإلكترونية في العالم، من اجل ذلك تم اختيار دول العالم الأكثر تأثراً بالوباء في العالم وهي إيطاليا والصين والمملكة المتحدة وفرنسا والولايات المتحدة كأمثلة ،وتحديد الربع الأول من عام 2020 كمجال زمني للدراسة .أظهرت النتائج أنه على الرغم من التأثيرات السلبية لـ COVID-19 على التجارة الإلكترونية ، زادت مبيعات الإنترنت في جميع هذه البلدان بينما انخفضت مبيعات التجزئة ، وكانت التجارة الإلكترونية هي شريان الحياة للمؤسسات خلال الأزمة. الكلمات المفتاحية: تجارة الإلكترونية؛ كوفيد 19؛ أزمة؛ تجزئة على الانترنت؛ اثار ايجابية.

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INTRODUCTION:

E-commerce summarizes transactions (sale or purchase) of products or services between e-suppliers and e-customers.

After the appearance of the Covid-19 at the very beginning of the year 2020 almost of countries in the world and their economies are today affected; In spite of the Covid-19, online shops are still allowed to maintain their activity in the majority of countries.

E-commerce will play a crucial role during this crisis, the global bank gave recommendation to all the governments to encourage and facilitate online commerce during this period by all fiscal, technological, logistics and other measures. And designate the e-commerce workforce as one of the frontline groups during this crisis Our study aims to answer the following problematic:

How has COVID-19 affected e-commerce during the first quarter 2020? And what are the positive impacts of this crisis on e-commerce business?

In this study we will be interested in that electronic commerce which affects the consumer B2C, and not C2C which is a form of electronic commerce that consumers avoid during the crisis because it is like traditional commerce faces interaction between customers and suppliers. However, in B2C, products are sent to the consumer address.

2. E-commerce before covid -19:

The OECD defines electronic commerce as follows: "We mean by e-commerce transaction the sale or purchase of goods or services, carried out on computer networks by methods specifically designed for receiving or placing orders." The transactions are divided, according to the actors involved, into several major categories: transactions between businesses and consumers (B2C), transactions between businesses (B2B), transactions between governments and consumers (G2C) and transactions between consumers (C2C) (WTO, 2019)

The most common form of e-commerce are : (Babenko, 2019, P347- 348)

1) business-to-business (B2B) – any activity of some companies in providing other manufacturing companies with accompanying services, as well as goods and services intended for the production of other goods.

2) business-to-consumer (B2C) – the term for commercial relations between private individuals, the so called “end” consumer. It is also a form of electronic commerce whose goal is direct sales for the consumer (end user, individual)

3) consumer-to-consumer (C2C) – e-commerce of the end consumer with the end consumer, in which the buyer and the seller are not entrepreneurs in the legal sense of the word.

4) business-to-government (B2G) – relationship between business and government An example of B2G-systems can serve as a system of electronic procurement, which, recently, has become especially popular in Ukraine (based on international experience in the framework of globalization processes

5) consumer-to-government (C2G) – the direction which used to organize direct interaction between the government of the country and the final consumer. For example, in the US, almost all taxpayers filed a declaration of income through the sites of tax departments

6) mobile commerce (m-commerce) – the process is carried out using handheld computers or smartphones via a remote (Internet, GPRS, etc.) connection. Mobile commerce, as a rule, is a software and hardware solution for automating processes of interaction with remote users .

China is world's largest e-commerce market. In 2017, its online retail sales reached US \$1.15 trillion (Tong, 2018). In comparison, the U.S. consumers spent US \$453 billion on the web for retail purchases in 2017. (Yu, 2020)

Increasing number of companies are being created based on innovative e-commerce-based business models and there is rumour that traditional retail stores will disappear someday.

There are three important facts that are revolutionizing the way we shop, first of all, internet connection is becoming accessible for more people around the world; the second fact is that mobile devices are making their technology user friendly with the purpose that anyone, no matter their age, can be able to use it, and finally, it can be seen that for new generations ,technology is part of their daily lives, they are “technology natives”, they can see, understand and use internet as something which is inherent . Due to advancement in technology, the transactions through any digital media are becoming a must for almost any company that provides a product or a service-E-commerce is becoming a trend that cannot be denied in our daily lives.

In e-commerce, the buyer and seller have a type of communication that is different than traditional business, they do not look each other in a personal way, the buyer just Can look at the product in photos, making it a different experience from traditional shopping where you can try and touch the products.

In this new environment, the communication between the company and the customer is different, it is through the comments and reviews made in the e-shop, web pages, blogs or the most usual, the interaction in social media. Since the boom in social media usage, it has become one of the most important tools in order to sell something online (D. Jimenez, 2019)

We can't speak about e-commerce without speaking about amazon ; Amazon is the largest Internet-based retailer by total sales in the world. One of its website most appreciated feature is the review system which gives the users the possibility to rate the products and make comments. At present, Amazon owns separate retail websites for different countries (The USA, the UK, Germany,France, Italy, Spain, Netherlands, Canada, Australia, Brazil, Japan, China, India and Mexico). Amazon is also one of the first companies to establish an affiliate marketing program. Nowadays almost half of its sales come from affiliates and third party sellers who list and sell goods on the website (MOAGĂR-POLADIAN, 2017)

Amazon still a leader in all the world in e-commerce thanks to its customer strategy, it is said that jeff bezos founder of amzone.com while a journalist asking him the question of what was the business model of his company would have answered “customer focus ,customer centric ;customer obsession” in fact the company that claimed to be the largest library on earth is today a distributor whose assortment is no longer limited except by the volume of its customers (Henri Isaac, 2008)

3-E -commerce in the first quarter of 2020 and the spread of the Corona pandemic

A pneumonia of unknown cause detected in Wuhan, China was first reported to the WHO Country Office in China on 31 December 2019.WHO is working 24/7 to analyse data, provide advice, coordinate with partners, help countries prepare, increase supplies and manage expert networks.

The outbreak was declared a Public Health Emergency of International Concern on 30 January 2020. On 11 February 2020, WHO announced a name for the new coronavirus disease: COVID-19 (WHO, 2020).

The e-commerce sector is vital during the current Coronavirus outbreak. With people increasingly being restricted to their homes, home deliveries allow people to minimize the risks to catch the virus. Online retailers provide citizens with essential products, it is therefore imperative to keep the borders open for cross-border product supplies and sales (E Commerce europe, 2020) .

In the fight against COVID-19, economic activities that require close physical contact have been severely restricted ; The world bank has set 13 recommendations to Leverage E-Commerce During the COVID-19 Crisis :(world bank, 2020)

1. Develop a dedicated information website to support businesses that want to serve their customers online during the crisis.
2. Ensure an enabling regulatory framework for e-commerce.
3. Clarify (and, where appropriate, relax) the legal framework surrounding online delivery of professional services, particularly medical and other health services.
4. Work with the private sector to secure access to the digital economy for all, including for disadvantaged population groups.
5. Develop and share with businesses a COVID-19 code of conduct for online sales of goods, ensuring the safety of customers and workers during the crisis.
6. Strictly monitor and enforce safety and quality standards for e-commerce companies throughout the crisis.
7. Educate the public, particularly families and micro-, small-, and medium-sized enterprises(MSMEs) on how to stay safe when shopping online, including basic cybersecurity measures.
8. Designate the e-commerce workforce as one of the frontline groups during the COVID-19 crisis
9. Support businesses in adopting electronic payment options during the crisis.
10. Maintain the functioning of the logistics system, including the national postal service.

11. Design COVID-19 fiscal policy measures that support the development of online sales channels.

12. Establish an e-commerce working group.

13. Raise public awareness about the importance of e-commerce to fight COVID-19, including the measures taken by the government to support the sector, and build trust in the digital economy.

3-1-Impact of covid-19 on Digital commerce growth : Saleforces study

According to salesforces e-commerce was not affected by the crisis, but on the contrary. With people increasingly being restricted to their homes, and They could not go out, so resorting to online shopping was the best way to fulfill their demands .

The following table summarizes the overall development of e-commerce during the first quarter 2020 in comparison with the first quarter 2019.

Table (1) : World Digital commerce highlights for Q1 2020 compared to Q1 2019

World Digital commerce growth	Q1 2019	Q1 2020
revenue growth	12%	20%
digital traffic growth	10%	16%
Order growth	16%	26%

Source: Salesforce Commerce Cloud

<https://public.tableau.com/profile/salesforce-commercecloud#!/vizhome/SalesforceShoppingIndex/SalesforceShoppingIndex>

The table(1) shows that ; The global e-commerce revenue grew 20% in the first quarter of 2020 compared to 12% growth in Q1 2019,the growth is also in digital traffic and order .

Table No. (02): Digital commerce growth by country for Q1 2020 compared to Q1 2019

Digital commerce growth/ Country	Q1 2019	Q1 2020
France	14%	24%
Canada	16%	24%
Germany	17%	14%
Japan	-4%	20%
Spain	29%	16%
Nordics	24%	27%
Uk	2%	17%
USA	11%	18%
Netherlands	20%	25%

Source: <https://public.tableau.com/profile/salesforce-commercecloud#!/vizhome/SalesforceShoppingIndex/SalesforceShoppingIndex>

Through table No.(02), it is noted that only two countries on nine has known decrease in growth but that is not significant.

Table No. (03): Digital commerce growth/ sector

Digital commerce growth/ sector	Q1 2019	Q1 2020
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Home	20%	51%
Toys and learning	7%	34%
Healthy and beauty	18%	35%
footwear	20%	10%
Apparel luxury	22%	18%
Apparel general	13%	13%
Apparel active	4%	31%

Source : <https://public.tableau.com/profile/salesforce-commercecloud#!/vizhome/SalesforceShoppingIndex/SalesforceShoppingIndex>

Table No. (03) Shows as that E-commerce revenues increased by 51% for the household goods industry, by 31% compared to the previous year for clothing and apparel active and by 34% for toys and games. The footwear and luxury has decreased;

3-2-Impact of covid on Digital commerce growth in the five countries

Our study focuses in particular on the five countries, affected by the virus and more exposed to the devastating consequences of the pandemic during the first quarter of 2020.

• China

China Was the first country faced covid -19 , China is number one in the world's e-commerce market, China's online sales reached 894.1 billion US dollars in the first three quarters of 2018 with a year-on-year increase of 27 percent (Dabrynin, 2019). the growth rate of the proportion of online retail in total retail sales in China shows a downward trend In 2018 and was 26.3% (Guoan Zhu, 2019)

On December 2019. From January to March, the national online retail sales reached 2,216.9 billion yuan, down 0.8 percent year on year, 2.2 percentage points lower than that from January to February. Among them, the online retail sales of physical goods reached 1,853.6 billion yuan, an increase of 5.9 percent, accounting for 23.6 percent of the total retail sales of social consumer goods; among the online retail sales of physical goods, food and consumer goods increased by 32.7 and 10.0 percent, respectively, while clothing goods decreased by 15.1 percent.

Investment Growth Slowed down while E-commerce, Professional Technical Services and Anti-Epidemic Related Industries witnessed growth.

In terms of high-tech services, the investment in e-commerce services went up by 39.6 percent (National bureau of statistics of china, 2020)

Despite the overall decline in online purchases in the first quarter, sales of physical goods such as daily necessities, food and medicine grew from the same period last year. Online retail sales of physical goods increased by 5.9% year-on-year, accounting for 23.6% of the total retail market.

. In the first three months, online retail sales of agriculture products surged by 31% year-on-year to about 93.7 billion yuan. Fresh food in particular, including meat,

eggs and vegetables, stood out — with online sales up more than 70% year-on-year (Ruiyang, 2020)

As China staggers through its worst economic shock in modern history, retail sales have been especially hard hit, dropping 19 percent in the first quarter of 2020. Yet online sales of physical goods have grown by 6 percent during the lockdown imposed to combat the COVID-19 virus outbreak. Online sales of grocery and foodstuffs grew by 33 percent during the outbreak while their overall sales grew at only one-third of that rate (piie, 2020)

- **Italy**

Italy is the most affected country in Europe by the covid 19. Between February and March 2020, the online sales in Italy grew significantly compared to the same period in 2019. Particularly, during the weekend, the e-commerce sector was largely impacted by the outbreak of coronavirus (COVID-19). On March 8, online sales registered an increase by 90 percent compared to the same period of the previous year (STATISTA, 2020).

From the beginning of 2020 to today, 2 million new online consumers in Italy (a total of 29 million), 1.3 million of which are attributable to the impact of the Covid-19 health emergency. In the same months of last year (from January and May 2019), in fact, there were 700,000 new consumers: this is the organic growth that the e-commerce market also expected in the first 4 months of 2020, if the Coronavirus crisis had not taken over and the resulting lockdown.

E-commerce is the sector that will grow the most (up to + 55%) worldwide with the impact of Covid-19, followed by modern food retail (up to + 23%) and wholesale sales of pharmaceutical products (up to + 15%).

The fashion & lifestyle sector has also been hit harder than others online, but 77% of online merchants said they have acquired new customers during this phase of health emergency. (netcomm, 2020)

Compared to March 2019, the value of retail sales decreased by 9.3% for large retailers and by 28.2% for companies operating on small surfaces. Sales outside the stores drop by 37.9% while e-commerce is growing steadily (+ 20.7%). (ISTAT, 2020)

On the e-commerce side, a growing trend was detected in the food sector (+20%) and for pharmaceutical products (+16); on the other hand, clothes and accessories (-32%), electrical appliances and electronic devices (-25%) and self-care products (-20%) are decreasing. (BVA DOXA, 2020)

- **USA**

First quarter 2020 seasonally adjusted retail e-commerce sales were \$160.3B, up 2.4% from fourth quarter 2019 and up 14.8% from first quarter 2019; in the same period. E-commerce sales in the first quarter of 2020 accounted for 11.8 percent of total sales. (The Census Bureau of the Department of Commerce , 2020)

Advance estimates of U.S. retail and food services sales for March 2020, adjusted for seasonal variation and holiday and trading-day differences, but not for

price changes, were \$483.1 billion, a decrease of 8.7 percent (± 0.4 percent) from the previous month, and 6.2 percent (± 0.7 percent) below March 2019. Total sales for the January 2020 through March 2020 period were up 1.1 percent (± 0.5 percent) from the same period a year ago. The January 2020 to February 2020 percent change was revised from down 0.5 percent (± 0.4 percent) to down 0.4 percent (± 0.2 percent).

Food and beverage stores were up 28.0 percent (± 0.9 percent) from March 2019, while clothing and clothing accessories stores were down 50.7 percent (± 1.8 percent) from last year (The Census Bureau of the Department of Commerce, 2020). In a survey of U.S. consumer attitudes towards online grocery shopping in March 2020, the share of respondents who reported digitally shopping for groceries more due to the coronavirus pandemic increased from around 11 percent in the week of March 1 to some 37 percent in the week of March 22nd, 2020. (statista, 2020)

According to a study of Martin Reeves from BCG group in US post covid analysis of credit card activity for hundreds of thousands of consumers. Groceries and pharmacy products have increased by more than 50% compared with pre-crisis levels, and online shopping on Amazon whole food has also increased. On the other hand, travel spending has declined by 56%, and live entertainment and apparel purchases have declined by more than 30% (BCG, 2020).

- **United kingdom**

UK E-Commerce sales went up by +12.5% year-on-year in March 2020, while total retail sales were down by -5.1%, the sharpest decrease since the statistic series was launched.

As a result, online sales accounted for a record 22% of retail sales. However, the growth trend was uneven across different verticals. For example, E-Commerce sales of household good stores shot up by +51.8%, while clothing was down by -4.4%.

In March 2020, the monthly retail sales volume fell sharply by 5.1%; the largest fall since the series began as many stores ceased trading from 23 March following official government guidance during the coronavirus (COVID-19) pandemic. clothing store sales saw a sharp fall when compared with the previous month, at negative 34.8%. Food stores and non-store retailing were the only sectors to show growth in the monthly volume series in March 2020, with food stores seeing the strongest growth on record, at 10.4%.

In the three months to March 2020, retail sales volume fell by 1.6% when compared with the previous three months, with strong declines in non-food stores and fuel. Retail Sales in March 2020 compared to a year earlier, the volume of retail sales has decreased by -5.8% as well as the value of retail sales, with a -6% decrease, with the closure of shops due to the coronavirus pandemic having a clear impact.

Online sales as a proportion of all retailing reached a record high of 22.3% in March 2020 as consumers switched to online purchasing following the pandemic. (ONS, 2020).

- **France**

According to <https://www.lsa-conso.fr> which has itself drawn the results of a recent worldwide study by Salesforce France recorded 24% growth in e-commerce in the 1st quarter of 2020 (DENEUX, 2020) . Since the beginning of confinement ;Sales of consumer products are experiencing an explosion in their online sales in France (drive and home delivery) They reach a level never seen in Europe: after having exceeded 10% in certain weeks, the e-commerce market share could stay above 8% (Bouaziz, 2020) . According to the fevad study carried out from March 23 to 25, 94% of the sites are still open, more than a third of them had to reduce their activity. Store chains are twice as numerous (8%) as pure-players (4%) who have interrupted their e-commerce activity.76% of sites have seen a decline in sales since March 15, and for half of them that decline is more than 50%. Home fashion and home furnishings are among the hardest hit. Only 18% of the sites have an increasing turnover. The largest increases were recorded in food, computer telephony, and cultural and educational products.Many merchant sites say they already have supply difficulties (40%) (fevad, 2020)

On April 27, Fevad decided to carry out a new investigation, by questioning the sites on the development of the situation in April and the conditions in which they approached the deconfinement on May 11. The results of this survey allow us to draw the following lessons: An improvement in the situation which results in a recovery in activity for the sectors most affected in March ;the sales follow-up since April 1 is also improving compared to the first 15 days of confinement, this is particularly marked for household equipment and fashion, the two sectors most affected in March ,the sectors which observe a positive impact and an increase in sales are Food ;Telephone and IT; Cultural and educational product ;Health hygiene (50 %) The sectors most impacted by the decline are e-tourism (completely shutdown) and home equipment (fevad, 2020)

Table No. (04): retail sales and online sales growth (March 2020)

Country	Year-on- year on line sales growth All retailing	Online sales as a proportion of retailing	retail sales compared to march2019
UK	12.5%	22.3%	-5.8%
CHINA	-0,8%	26.3%	-19%
USA	14.8%	11,8%	-6.2%
ITALY	20,7%	6%	-9.3%
FRANCE	24%	10%	-16%

source: the researcher based on the above

Table No. (04) Shows that in all four countries, there is a consistent, increasing shift to E-commerce since the beginning of the crisis. China records a very slight decrease in sales via the Internet compared to the previous year, which is estimated at 0.8, where it is corrected in the month of April. This is because the outbreak began before the Spring Festival, and is having a huge negative effect on consumption. The Spring Festival, is the most important traditional festival In china is one of the peak consumption seasons. Retail sales in all countries ,especially in china

compared to march 2019 has decreased in march 2020 as many stores ceased trading during the coronavirus pandemic.

3-3- Impact of covid in the largest e-commerce companies Amazon, Alibaba, Ebay

From online shopping to AWS to Prime Video and Fire TV, the current crisis is demonstrating the adaptability and durability of Amazon's business as never before, but it's also the hardest time we've ever faced," said Jeff Bezos, Amazon founder and CEO The top concern is ensuring the health and safety of our employees and contractors around the world. (Amazon, 2020) The first three months of 2020 – revenue rose 26% to \$75.5 billion – as it became a truly essential provider for consumers staying at home to help slow the spread of the coronavirus. But all that business came at a cost, as Amazon hired 175,000 new workers to handle demand and increased wages for employees who were packaging and delivering products as the spread of the virus grew from outbreak to pandemic. Amazon reported net income declined 30.5% to \$2.5 billion in the first quarter of 2020, compared to \$3.6 billion in the same period a year ago. (Snider, 2020) The same case for AliBABA : increase in sales but decrease in income ;The group said the decrease was primarily due to a net loss in investment income as the Covid-19 pandemic rattled global markets. (alibaba, 2020)

Table No. (05) :E-commerce biggest companies results first quarter 2020

Net Income (Million \$)	first quarter 2020	First quarter 2019	Growth %
ALIBABA	\$49	\$3,484	-99%
AMAZONE	\$2500	3600	-30%
EBAY	485	516	-6%
Net sales (Billions \$)			
ALIBABA	\$16.144	13,932	+15.88 %
AMAZONE	\$75.5	\$59.7	+26%
EBAY	\$2.37	2.4	-1.25%
Active buyers grew (million)			
ALIBABA	726	654	11%
EBAY	174	171	2%

Source: <https://www.alibabagroup.com>, <https://www.ebayinc.com> ;
<https://www.amazon.com>

From the table below we note the following : In the first quarter of 2020, Amazon's net income amounted to 2.54 billion U.S. dollars, down from the results of the preceding holiday quarter with 3.3 billion U.S. dollars. Amazon's net sales amounted to 75.45 billion U.S. dollars during the same fiscal period. For Alibaba While the company reported a revenue of roughly \$16.14 billion USD over the last quarter — an increase of 22 percent year-over-year — its net income attributable to ordinary shareholders was only at \$447 million USD, marking a massive 88 percent decrease. Even more significantly, its overall net income was just \$49 million USD, a decrease of a staggering 99 percent year-over-year. These results come despite an

increase in annual active consumers for its Chinese retail marketplaces by 15 million over the past year, now hitting 726 million. The year-over-year decrease was primarily due to a net loss in investment income, mainly reflecting decreases in the market prices of our equity investments in publicly-traded companies, compared to a net gain recorded in the same - recorded in the same quarter of 2019.

EBAY First quarter revenue fell 2% to \$2.37 billion, Net income from continuing operations fell 6% to \$485 million for the first quarter ended March 31, from a year earlier. In the first quarter of 2020, eBay reached 174 million active buyers worldwide, representing 2% growth compared to the prior year . for ebay Experts predicted the results were worse.

3-4- Covid -19 Negative impacts on e-commerce :

- E-commerce in goods has faced supply chain disruptions. Many firms have continued to experience supply challenges as a result of the suspension of manufacturing activity, decreased production and labour shortages (WTO, 2020) the supply chain-related is one of the Supply challenges online retailers currently face, For example, retail giant Amazon has experienced a massive strain on its supply chain, resulting in shipment delays, technical glitches, and labor shortages. Now, it's stopping shipments of nonessential products to its warehouses. It's accepting only household staples, medical supplies, and other high-demand products until April 5 (business2community, 2020). Online purchasing of goods has been subject to the same supply chain bottlenecks as physical purchases. International transport and logistics services have been affected by the introduction of new health regulations, as these have severely disrupted most international means of transport – land, sea and air cargo (WTO, 2020)

-The stores that close their actual stores turn into a trend Online selling, which leads to pressure to meet market demand. pressure on the package Delivery operators in their countries. This is create increased pressure on delivery operators which led to delays. E-commerce order volume has increased nearly 47% in the last 30 days ended April 20 compared with the February average, And with such a surge in orders, shipping delays are also increasing. Retailers are taking an average of 1.5 days longer than normal to fulfill orders This is likely because of staffing challenges, such as employees calling in sick and retailers implementing social distancing regulations in warehouses, which may slow efficiency. Convey's retail also have had increases in the time to fulfill orders, with a gradual worsening as the pandemic continues (digitalcommerce360, 2020)

Table No. (06) :Coronavirus-related delays Shipping carriers

major shipping carriers	on-time orders March2020	on-time orders April 2020
FedEx Inc	90-100%	81.7%
UPS	100%	86.0%
USPS	100%	89.3%

Source : <https://www.digitalcommerce360.com/>

The three major shipping carriers, FedEx Inc., UPS and the United States Postal Service, have all dipped in their percent of deliveries that are on-time since the start of March. As of April 14, USPS delivered the most on-time orders at 89.3%, UPS was next at 86.0%, followed by FedEx at 81.7%. All three carriers were around a 90% or higher for on-time delivery rate at the start of March, Shipping carriers have increasingly cited the coronavirus as the reason for the delay, according to Convey data.

• One of the most significant segments of online purchasing by value, tourism and travel has plummeted as a result of the pandemic for obvious reasons (WTO, 2020), in addition to tourism the following table shows us the sectors by categories which had a negative impact during the crisis:

Table No. (07) :E-commerce per categories (march 2020)

county	Negative impact (Decrease in revenue)	Positive impact (Increase in revenue)	Sources
France	E-tourism , Fashion , house	Food ,telephonie educational product health hygiene	FEVAD
USA	Clothing and clothing accessories (-50.7%)	Food and beverage stores (+28%)	Census bureau
Italy	Clothes and accessories(-32%) -Electrical appliances and electronic devices (-25%) self-care products (-20%) ,	food sector (+20%) pharmaceutical products(+16);	https://www.bva-doxa.com
UK	Textile, clothing and footwear stores (-16.1%)	Supermarkets.All food(+17.9) All nonfood(+10.8) Household goods stores(+36.9)	https://www.ons.gov.uk
China	Clothing (-15.1%)	Food (+32,7%) Consumer good (+10 %)	http://www.stats.gov.cn/

source: the researcher based on the above

CONCLUSION :

This paper concludes that ; COVID-19 has positive impacts on E-commerce where have individuals being forced to stay in their homes to protect their health and have had to purchase their needs on the Internet . The positive impacts of our research are:

- The epidemic has changed people's purchasing trends, and they have moved to internet shopping and e-commerce.
- According to salesforce study 20% growth in e-commerce revenues in the first quarter of 2020 compared to 12% in the first quarter of 2019.

- Retail sales in the first quarter of 2020 decreased in all countries as many stores ceased operations during the coronavirus pandemic. While Internet sales increased in all the countries studied.
- Largest e-commerce companies have strong sales growth respectively +15.88% + 26% , -1.25% for ALIBABA, AMAZON ,EBAY ,but revenues are declining due to the cost of delivering more goods and protecting workers .
- E-commerce can help preserve jobs during the crisis; and create new jobs (ex amazon)
- Covid-19 has Changing the attitudes of consumers who have increased their consumption of basic necessities, such as food and reducing consumption of other goods like clothing.
- The largest increases in online sales were recorded in the food sector (+20%) in Italy (+32,7%) In China(28%) in USA (17.9%) in Italy during March 2020.
- the sector of e-commerce had a Benefit from the leap in the pharmaceutical sector and food that flourished during the crisis.
- Disturbed deliveries (due to containment and prevention measures) and supply difficulties are the main negative impact of Covid on e-commerce .

Online work or tele working , distance education , e-commerce ,that's what the developed countries put in front of COVID- 19 crisis, thanks to their technology. Unfortunately, countries like Algeria have seen un-recoverably delayed in these areas in 2020.E-commerce remains inexistent in Algeria because the equation still not achieved **E-commerce = logistic +E- payment + Telecommunication**

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