

Impact covid19 on E-commerce globally and locally (Libya)

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Abstract: In General, Electronic commerce (EC) became possible in 1991 when the internet was opened to commercial use. E-commerce is like any commercial project on fact (commerce). However, e-commerce is easier, which means no need to go out to buy goods, no need for an actual place to display the product. In other words, the net offers all resources free of charge (marketing, market, and product). Electronic commerce began in the Arab countries in the year 2000. In Libya, the matter is still relatively limited. E-commerce has been affected positively and negatively worldwide, Libya as well. This paper will present several aspects of Covid19 impact globally and locally on e-commerce.

Keywords: impact covid19 on Libya, e-marketing, e-commerce, Negative Effects of Corona, positive effects of Corona, covid19 on the world.

I. INTRODUCTION

Mostly, in the 1970s, electronic commerce (EC) was a relatively new idea that was part of the business vocabulary. Therefore, an image of electronic commerce emerges, in which the internet became the basic dial-tone (a connection between the seller and the buyer) to conduct business by the year 2000. Additionally, electronic commerce (EC) refers to transactions carried out over the internet, where individuals and businesses purchase or sell electronic goods and services that they engage in eCommerce at anytime and anywhere. There are other operations in e-commerce include online auctions, internet banking, payment gateways, and online ticketing [7].

Accordingly [5], almost a quarter of a century has passed since the launch of the e-commerce sector worldwide, and while two-thirds of Libya's population is among the young people. Who is more open to the various applications of technology, the prevalence of this type of trade in Libya has remained limited. For some reasons such as:

- Weak competitiveness of the private sector
- In addition to the wide employment policies of the state, which is equivalent to 90% of the workforce available in the market, which makes it difficult for the private sector to obtain human resources.
- Internet access is limited for most of the population

A. Are E-commerce and Technology the Biggest Winner of Corona?

Between the collapse of stock exchanges and the difficult condition of the businesses, the spread of the new Coronavirus causes a significant economic effect that could lead to major transformations in the world. Hence, many technologies and internet firms are the main beneficiaries. With almost a billion people in their homes all over the world, everybody turns to online services and modern technologies that enable them to respond to the extraordinary circumstances currently prevailing. As well, Sally Maitleys, Professor of Organizational Behavior at the Saeed college of Business at Oxford University, said, "I think that certain facets of work and organization will change permanently when the current crisis is over. That would push them to adapt more to technology"[4].

II. EFFECT OF CORONA ON E-COMMERCE

It has become clear that trading markets are volatile and declining due to the Coronavirus, so we'll see a lot of traders moving to online trading to protect their shares, their trading area, performance, and successful business. Nonetheless, despite the latest data released by the US government on online shopping and the effect of the Coronavirus on e-commerce in general, the Expand Cart e-commerce platform is projected to rise this year's share of e-commerce to 12% from the previous year. It is after the initial census in the light of the terrible evolution of the virus effect on the whole world, and that's why you expect it number to increase drastically [3].

In other words, the sales shares of e-commerce are ranked first in terms of sales and income or profit, especially in the field of health care, such as face masks, gloves, sterilizers, etc. The percentage of sales shares for masks at 590 %, and shares of hand sanitizer market at 420 %, and gloves at 151 per cent, hand soap at 33 per cent. The talking about e-commerce and, do not forget about the American e-commerce giant (Amazon). The latter is looking to recruit 100,000 part-time workers worldwide to meet the increasing demand for online shopping [3].

Besides, U.S E-Marketing increased 76% in June, reaching \$73.2 billion last month. One of a big company selling high-demand products such as toilet paper, surface cleaners and dry food especially during the pandemic, in shopping spending (online and offline shopping), Walmart sees continuous rises [6].

As we know in electronic commerce, one of the positive moves is consistency in the value provided to consumers and, on the basis of this concept, Walmart aims to compete with Amazon by distinguishing itself by introducing a new service, called Walmart+, which means that Perks will include same-day delivery and grocery delivery. This service was also valued at \$98 / year [6].

A. Exercises online:

Because of the Corona pandemic, many gyms were closed, and many sports practitioners switched to online training to continue their exercises at home. As a consequence, the shares of the American "Sports Equipment Company" Peloton have increased dramatically, as investors are betting on the increasing demand for its individual Internet-related equipment and lessons via the network.

B. Conferences using technology:

As an increasing number of people move to work from home, the demand for technology that enables online meetings has increased. Carolina Melanesi, analyst at Creative Strategies, said: "There is a real upsurge in remote work, to the point that companies like Zoom have seen their shares rise in value," It is a video conferencing company [9].

In brief, you find the world is going through in these tough times, e-commerce is a glimmer of hope for merchants around the life, as well as in Kuwait, France, America and others who have seen a growth in e-shopping. Hence, this success considered a gateway, to a new e-commerce change in the world, even after the Coronavirus. No vaccine or treatment has not yet identified for the new Corona, but e-commerce can be considered a drug for several markets and shops that saved it from bankruptcy.

III. THE NEGATIVE EFFECTS OF THE CORONA PANDEMIC ON E-COMMERCE IN GLOBAL

A. Private jets and commercial jets:

Airlines pay dearly for home quarantine and border closures, many of which have reached the brink of bankruptcy. Given this situation, the International Air Transport Association (IATA) warned that airlines need urgent assistance of \$ 200 billion [5].

IV. E-COMMERCE IN LIBYA

as well known, Commerce on the Internet is globally popular and has not resonated in Libya until recently. Several local sites use the Internet marketing service for local products and internationally by bank credit cards, and some local businesses work with the popular Amazon marketing services as the Pay Me service. Payment is made by bank credit card, as there are many Libyan banks that provide it, as an Aman bank card. It is considered one of the best bank cards popular locally, because of its direct association with a company in the United States[22].

Moreover, the methods of service in e-marketing by cash payment when delivered of the product, such as the Al-Hayes Shopping Center and [16][17], applications phones [20][21], transfer to account bank, the transaction between local banks is available and currency exchange globally as Al-Sabri International Trading Company [18]. Also, methods of service by, call the number, WhatsApp, Viber, Facebook, and SMS [16][17][18][19].

On the other hand, Libya is still late in fully engaging in e-commerce like the rest of the world due to several factors such as the internet. Libyans are still faced with the cost of the internet.

The cost of home internet connection is still high, making it out of reach for a large proportion of Libyans, particularly those living outside of major urban areas. However, according to [13], especially this month (July), there is some technology development, it has pleased consumers with these positive changes. It is a good predictor of the potential growth of e-marketing.

Accordingly to [12], in Libya, there some barriers such as blackout electrical and lack of infrastructural facilities. These affected the size and profitability of companies that solely depend on the electronic-based transactions for all business activities.

E-commerce is a great opportunity for young Libyans to invest their resources in developing new economic trends. Despite these pressures, resistance continues to develop in a smoother and more productive manner.

V. CORONA'S EFFECTS ON ELECTRONIC COMMERCE IN LIBYA

After Corona causes precautionary measures and the inability of people to purchase their needs, many markets have adopted online payment via bank cards, as well as money transfers instead of cash payment, applications as well [1].

A. Education in Libya:

The greatest challenge of the Corona era is to continue education in ways that are different from the previous ones, by teaching students through technologies such as s Facebook and also on television, and the key advantage lies in the contribution of qualified teachers as mentors in education and teaching process. Whereas, the Ministry has endeavoured to try cover these lessons that students can cover their time also be preoccupied with beneficial. This is the country's profitable trade under the Corona pandemic [2].

Besides, the "Ministry of Education" and the "New *Almadar* Communication Company" address areas of collaboration in support of educational applications and the process for the delivery of SIM cards to high school students. This month, the Ministry of Education contracted with this company to provide further service, namely distance education, by providing students with free SIM cards.

In addition, to provide the students with sufficient details and information and dates of the results of the examination, and to provide them with psychological support and guidance during the time of the exam [3]. This is one of the types of profit the Libyan telecom company in the time of Corona.

B. Interview:

In this paper, an interview has been made with a person working for a commercial company Namely, Al-Sabri International Trading Company.

Dr. Ahmed Al-Sabri said: "We operate in a commercial company and have a range of paths, such as: providing offer letters, importing and exporting services, air and sea freight, currency exchange instant globally, Malaysian visas, Turkish visas c1, the supply of Asian medicinal herbs.

Actually, most of the work stopped except for the currency exchange section, which is why we were thinking about temporarily changing our job because we must think about what customers need during the time of Corona. Therefore, We marketed medical equipment, such as face masks, sterilization products, and measuring instruments. In addition to the exchange of currencies and Alhamdulillah, the findings were satisfactory. In addition, we have faced another problem, which is poor internet connection and electricity outages, which cause the internet to be interrupted. In fact, this hinders our work a lot, but we still face challenges via continuing to work.

Dr. Ahmed's future expectations in Libya:

Since this crisis, Corona will radically change the dealers deal, and the great reliance of traders on the electronic side and electronic commerce will have a significant role in the success of many people; this is what reality is. For example, some Libyans own only their home and car; they have no location in a strategic area or a realistic workplace with attractive decorations and designs. But they only have a beautifully built Facebook profile, encourages loyalty to it, and offer customer service. With these basic skills, however, they were able to prosper and make sufficient profits for themselves.

So, e-marketing is the most successful of many merchants, who are at the beginning of their business, especially the Corona period, and help them to succeed for their companies, whether big or small company.

Moreover, e-marketing has made it easier to communicate around the world, I am the first of cases (Dr. Ahmed): Currently, I am communicating with you from Libya, my company is in Malaysia. E-marketing is very easy and at the same time, I can work in Libya without the need to be in Malaysia. Also, e-marketing helps me expand my work borders to other countries, now I have other companies in (Turkey, Germany, China, Korea, Dubai, Bahrain, and Britain).

C. according to [10], some vital eCommerce statistics for 2020:

- 1- It is predicted that by 2040, 95% of all Purchasing will be via e-commerce.
- 2- The US has the highest penetration rate in e-commerce, with about 80 per cent of all Internet users making one order at least.
- 3- Finance online's "data and share market analysis for 2020" shows that e-commerce is not only thriving in the B2C sector, but sales are also scaling in the B2B sector, and can even outgrow B2C profits by the end of 2020.
- 4- It is estimated that about 35 per cent of Google product searches are converted to sales within 5 days.
- 5- – It is reported that 85 % of all items bought from social media sites come from Facebook.
- 6- Approximately 51 percent of online customers purchase through their smartphones.
- 7- Nearly 93% of online shoppers have reported that the design of an online store plays a key role in their buying decisions.
- 8- According to Statista, e-retail sales accounted for 14 % of all retail sales worldwide and are projected to continue to rise and hit 22 per cent by 2023.
- 9- The biggest reason people make online purchases is that they can shop at anytime and anywhere.

D. Future expectations:

Basically, Just 9 % of U.S. adults expect to spend a lot of time on post-pandemic social media , compared to 17 per cent of adults globally.

VI. CONCLUSION

To conclude, e-Commerce emerged in these circumstances as a promising major pillar in the fight against COVID-19, helping to reduce the incidence of infection by providing electronic supplies of products and services.

Lockdown orders will undoubtedly be lifted, but there are millions of consumers whose buying habits have significantly changed to a more convenient ways to fulfill what they need in life. According to a recent social media survey, young consumers are more inspired than ever to maintain social distancing and shop online while remaining at home. This phenomenon creates perfect business conditions and a clear impetus for new digital entrepreneurs. This leads to the e-commerce boom of remaining in the future.

Despite the pain caused by Corona, it created a new and unique grant for the whole world. In the end, the pain will be forgotten, and we will look at the positive side of things and how this could benefit as large portion of humanity. Each country thinking separately, according to its strategy. Generally, the researcher expects strong growth of e-marketing than it was before. With more quality communications and electricity capabilities to complete the image. And allowing a real opportunity for Libyan youth to invest their energies in creating new economic trends and keeping pace with the world with smooth and prosperous trade growth.

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