

E-commerce Development Under the Epidemic

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Abstract: Due to COVID-19's effects, China's market economy is currently dealing with a number of crises and difficulties. People were compelled to separate at home, the network shopping trend has emerged in place of offline consumption, e-commerce platforms in this time period have a unique allure, many businesses take advantage of opportunities to grow their electrical businesses, and in light of the results of the economic market analysis, it is concluded that the majority of people's consumption demand is based on the demand for items on electric business platforms, which has expanded and enriched the electrification of society. In order to prevent potential issues with the transaction, ensure the safety of express transit, strengthen the pertinent rules and regulations, and identify appropriate solutions for the current issues.

Keywords: E-commerce, COVID-19, Economic Development.

1. Introduction

The economic crisis is one of the many crises and difficulties that the globe is currently experiencing. This study's objectives are to evaluate the e-commerce development trend during the coronavirus pandemic, examine the variables that influence consumer spending during this time, and then discuss potential issues with e-commerce transactions and come up with remedies.

The COVID-19 significantly impacted China's cross-border e-commerce firms, but it also signaled a turning point for the sector by opening up new development paths and enlarging the area that is currently open for development. Platforms for e-commerce improve product content and cater to customers' expectations. [1]. Data analysis of work reports from provinces and cities around the nation indicates that, in light of COVID-19, China's sustainable prosperity should be centered on increasing domestic demand. The new retail industry chain has received significant promotion, making inroads into numerous new industries and developing new business models [2]. In order to better understand the role that e-commerce plays in the COVID-19 epidemic and how it interacts with consumers, the study uses a questionnaire survey. The results show that since the development of COVID-19, the majority of people have begun using e-commerce often, and each e-commerce scale dimension has a favorable and significant relationship with customers [3].

The purpose of this study was to determine whether the Q-technique can be used to analyze online consumer and manufacturer behavior in relation to the efficiency of the e-commerce infrastructure while COVID-19 is present [4]. Using descriptive and exploratory quantitative research methods, the impact of e-commerce platforms in the COVID-19 pandemic scenario was examined. The study's findings demonstrate that e-commerce businesses' costs rise in tandem with their sales growth. It is

difficult to meet demand and grow at the same time, so we should talk about solutions [5]. Five of the largest e-commerce companies in terms of revenue and market value were chosen for the study, and their financial data was statistically analyzed to reveal interesting patterns and insights. The study sought the best approach to the current terms of trade as well as the best approach to modify their strategies [6]. The impact of the pandemic on urban residents in China was extensively discussed in this article, and it was discovered that three e-commerce models significantly contributed to stopping the virus's spread and ensuring urban inhabitants' access to food [7]. It intends to examine how e-commerce has changed in relation to COVID-19. It discovered that e-commerce created more sales during the health crisis than it had in the preceding time by examining the economic and social evolution of digital trade, and that it is one of the COVID-19 trend's most favored industries [8].

This study expands the field of cross-border e-commerce research by connecting it to PHEIC, offering cross-border e-commerce a reference for dealing with PHEIC, and linking it to cross-border e-commerce[9]. The objective of the study was to examine the factors influencing consumer purchase behavior in e-commerce. It used the quantitative analysis method, recruited 200 participants, and analyzed the data. It was discovered that while social media activities and television advertising do not significantly affect consumers' buying behavior, electronic paper advertising and word of mouth marketing do [10].

This paper will study the development trend of e-commerce under the epidemic situation and the consumers involved in e-commerce platforms. To meet the needs of consumers, enrich the product content launched by e-commerce platforms, improve the laws and regulations of online transactions, and ensure the security and authenticity of users' online transactions. Every time a new project is developed, it is bound to encounter many potential problems, because the development of things has two sides, how to deal with these problems and find corresponding solutions is one of the focuses of this paper.

2. Description of Current Status

2.1. Economic Markets Under the Epidemic

The beginning of the year has seen a number of outbreaks of COVID-19 in several nations, and numerous governments have implemented home-quarantine policies to contain the outbreak. Due to the epidemic's recurrent outbreaks, the situation surrounding its prevention and control is dire and complicated. Relevant regulations for preventing epidemics have upset businesses' regular production and operation schedules, having an unprecedented effect on the conventional economic model. Enterprises are confronting many new obstacles, producing an exceptionally challenging business environment, as a result of blocked international borders, shuttered brick-and-mortar businesses, and orders to stay at home. Employees may lose months of pay as a result of the temporary or permanent shutdown of many businesses. How should China respond to this abrupt crisis and its economic concerns as the world's leading producer and trader of commodities? The answer is to seize every opportunity. People who have been quarantined or locked down due to the epidemic are unable to carry out their daily activities, thus increasing the opportunities for online shopping. E-commerce platforms have taken on a special charm at a special time.

2.2. Consumer Demand Under the Epidemic

The way that consumers interact has been compelled to shift abruptly and drastically. In this time when travel is restricted, the distinct benefits of quick and secure internet purchasing are more noticeable than ever. Although the epidemic has had an influence on some consumer needs, domestic customers' purchasing power and desire for cross-border e-commerce platforms are still growing. The percentage of consumption that takes place online has started to rise sharply, and it is clear that

internet buying is starting to supplant offline purchasing. Cross-border e-commerce models have grown and improved throughout the pandemic. In terms of product categories, the demand for high-quality epidemic prevention materials, daily necessities, household products, kitchen products, personal health products, medical care, indoor sports, pets and horticulture products has been on the rise driven by new scenarios such as home life and telecommuting.

2.3. E-commerce Model Under the Epidemic

Cross-border electricity also innovates cloud patterns, such as in the fair to adopt the cloud model, ten days 2.6 enterprises active in the tens of thousands of studio and 24 hours a day to show the world more than 180 pieces of goods. It has attracted international buyers from 217 countries and regions. Development model, cross-border electricity marketing new hotspot, Tian Mall International, and CCTV platform are used to carry out relief live with goods. The distribution of purchasers led to the creation of a historical record, greatly raised the relevance of the exhibition, and aided cross-border e-commerce in becoming a new kind of global trade consumption. The epidemic has changed cross-border selling alternatives and created new needs for goods companies. We have more prospects for advancement as a result, without a question. Opportunities and risks are inextricably linked. Long-term, the epidemic has increased chances for the growth of cross-border e-commerce, including encouraging consumer online buying behaviors, accelerating existing foreign trade firms' digitalization processes, and extending cross-border marketing models. A blue ocean market will be presented to cross-border e-commerce businesses that make every effort to weather the storm after the pandemic, and China's cross-border e-commerce industry will undoubtedly advance to a new level.

3. Problem

Consumers' lives have been significantly improved by the growth of the Internet e-commerce sector since they can now rely on their Internet connection to realize the sensible development of their own lives. But everything has two sides, and while online buying has its convenience benefits and drawbacks, there are also certain risks involved.

3.1. Risk of Consumer Information Disclosure

Consumers in the process of online shopping need to fill in the details of the individual, and the above information comes to its own address, name and contact information, personal information of consumers in a series of activities on the Internet were serious leaks, consumer is in when receiving the parcel, due to the personal information for the parcel on the paste processes improper, extremely easy to cause the hong disclosure of personal information. The problem of personal information leakage caused by consumers' improper handling of packages often happens in online shopping. While this phenomenon for consumers in student community, and the elderly, their information processing in the parcel, because do not understand the importance of this information, it is easy to cause personal information leakage problem, and when consumer progresses in various platform for online shopping, many consumer often immersed in received parcel excited. However, the reasonable processing of package information is forgotten. When the package is recycled, illegal personnel will send fraudulent text messages according to the personal information on the package, which seriously endangers the personal and property safety of consumers. Secondly, the online loan business launched by many e-commerce platforms may expose consumer information, which is undoubtedly a big problem to be solved in online shopping.

3.2. False Advertising

With the development of the market, when a marketing model is over hyped, it is inevitable that everything will go under, and online shopping is no exception. With the rise of live tape, a lot of chaos surfaced. Consumers' legitimate rights and interests are immediately harmed as a result of e-commerce anchors' exaggerated and falsely advertised sales volume, falsified statistics, and consumer misinformation, which also undermines the social market economic system. In comparison to the conventional offline shopping approach, network virtual property had already increased certain virtual sex for its propaganda commodities. Nevertheless, because the consumer is in contact with the product, this product cannot be seen. In the online purchasing process, in addition to the information delivery of the goods, the remaining steps are visualized, so that a specific effective consumer cannot come into contact with the process. This undoubtedly lets a few undesirable businessman take advantage of the opportunity, when consumer is receiving the commodity that oneself buy, discover with net pass introduction is very different, unavoidable great disappointment.

3.3. Tax Evasion

Live broadcast with goods online celebrity Viya was fined 134.1 billion yuan for tax evasion news spread across the Internet. Through big data analysis, hangzhou tax authorities found that Viya had evaded a large amount of tax in various ways during the period from year to year. After repeated warnings and rectification failed, a deeper analysis found that Viya had evaded tax of 700 million yuan during this period. The direct broadcast industry and film and television industry, where income is classified as personal income, are particularly prone to tax evasion, and many cases of tax evasion have been punished before. Because their income is personal income, and personal income is taxed at a very high rate, more than 10 percent higher than corporate income. Therefore, these people all adopt the form of converting the nature of income for legal tax avoidance. They choose to set up a studio or a personal enterprise to add income and convert it into business income. Many star anchors are using the form of shell companies to avoid taxes. Although they earn a lot of money, they pay a lot of taxes, and they can save a lot of taxes this way. A simple operation can save them a lot of money, which is why many people choose to cheat on their taxes.

4. Solution

E-commerce, a relatively new method of trading commodities, symbolizes the direction in which trade will evolve in the future. Industrial and commercial law enforcement professionals should endeavor to perform well in the supervision of e-commerce in light of this new business model with a positive feeling of mission and duty. The Times has been entrusted with the historical responsibility of overseeing e-commerce as a result of economic growth. First, a flawless subject access supervision system for e-commerce must be established. Next, an e-commerce-specific law must be created. Finally, law enforcement personnel's professionalism must be raised, and public relations efforts must be effective.

4.1. Supervision Measures

In view of the risk of consumer information leakage, we should strengthen the supervision of e-commerce subject qualification and strictly control market access. This includes : (1) access to business websites; (2) Access of network operation companies; (3) Access of website operators; (4) Access to special goods and services operated by websites. At the same time, the industrial and commercial departments should strive to improve the legitimacy and credibility of e-commerce subjects, confirm the effectiveness of legitimate commercial acts, resolutely stop and oppose illegal

and improper acts that harm the interests of consumers and competitors, and create a good fair competition year and fair trading order for the majority of e-commerce subjects. Strive to cultivate and maintain a mature, open, honest, fair and unified e-commerce market. The responsibility of the administrative department for industry and commerce shall strengthen registration authority, in order to improve the credibility and transparency of e-commerce behavior, protect the third person in good faith, reduce the transaction costs of e-commerce, promote the establishment of the electronic commerce credit system in our country, play a positive role, propaganda education broad e-commerce subject consciously abide by the principle of good faith, to curb fraud.

4.2. Principle of Honesty and Credibility

The e-commerce market should be a market of good faith, not a market of profit seeking and cheating. However, since the e-commerce market is a virtual market, no one knows who you are on the other side of the network, making the e-commerce market is not only an all-weather and global market, but also a paradise for defaulters and violators to get away with it and hide and escape. The principle of good faith is not only the conduct guide for guiding market subjects to conduct e-commerce, but also an important rule for proper interpretation of e-commerce contracts and other economic and legal documents, as well as the legal source for guiding courts and arbitration agencies to make fair judgments. In view of the problem of false propaganda, we should give full play to the role of news media in supervising the public opinion of e-commerce market subjects. The supervision cost is low, the coverage is wide, the social influence is quick and far-reaching.

4.3. Digital Currency Electronic Payment

DCEP-Digital Currency Electronic Payment is the abbreviation for the People's Bank of China's legal digital currency, which was approved by the State Council and is primarily designed to replace current-stage cash in circulation. Although certain aspects are similar to digital cash, it is not quite the same. DCEP doesn't require anything like the physical carrier, different denominations, patterns, years of issue, and individual serial numbers that come with actual cash, for instance. Simply the quantity of money is recorded. Based on the current payment environment, DCEP offers several benefits that are already widely used, but it also provides a special benefit. These benefits, which are primarily for countries and institutions, are difficult for the general public to recognize because they are costly to issue, print, recycle, and store existing banknotes and coins, have a complex circulation system, are awkward to carry, are simple to forge, and are uncontrollably anonymous. The emergence of DCEP helps the country to curb tax evasion, terrorist financing, money laundering and other criminal acts. It is often seen in the news that certain bank is punished by the Central Bank for its ineffective anti money laundering, a large part of which is because the management of large amounts of cash has always been a financial difficulty. Through the controllable anonymity of DCEP, it is easier to track and manage.

5. Conclusion

The pandemic crisis at this specific time will probably result in substantial economic and societal upheavals. E-commerce has grown quickly as a result of the closure of numerous brick and mortar establishments and the increasing popularity of online purchasing. E-commerce platforms have strengthened content layout and expanded e-commerce modes with the aid of the data collection of user attributes and consumption behaviors during the epidemic, which has continuously improved the accuracy of e-commerce marketing and decreased the time cost of consumers looking for goods. The government should adopt pertinent legislation and regulations in light of potential issues with e-

commerce transactions, such as customer data leakage, strongly incited purchasing behavior by deceptive publicity, tax evasion, and other issues.

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