

**E-COMMERCE TRENDS DURING COVID-19
PANDEMIC IN MALAYSIA**

EKFP

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E-commerce Trends During Covid-19 Pandemic In Malaysia

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Abstract

The emergence of Covid-19 disease had caused the government to make the precautionary step to be followed by the community known as Standard Operating Procedure (SOP) to avoid infection which also affect and made changes to e-commerce trends in Malaysia. The main purpose of this study is to clarify the trends of e-commerce in Malaysia due to the existence of the Covid-19 pandemic. The qualitative research method was used to conduct this study by referring to journals, official websites (WHO, KKM, and OECD), and online news portals. Through this study, the discussion comprises three matters including knowledge of e-commerce trends response to the pandemic, customer behavior during Covid-19 in Malaysia, and the impact of Covid-19 on e-commerce trends in Malaysia. The findings of the research objective to examine consumer behavior during Covid-19 in Malaysia suggest that consumer purchasing behavior and the shopping experience are both influenced by consumer concerns about a shortage of goods available. The Covid-19 pandemic had drastically transformed traditional shopping, and it was likely to force people to adopt new norms and practices. The e-commerce industry has grown as a result of the Covid-19 pandemic in Malaysia. This can be stated that the effect of the Covid-19 pandemic caused the trend of e-commerce in Malaysia to increase.

CHAPTER 1

INTRODUCTION

1.0 Introduction

The researcher gives a top level view of the study background during this chapter, which is about the E-commerce Trends During Covid-19 Pandemic In Malaysia. During this chapter, the research also comprises a problem statement, research objective, research question, operational definition also significant, scope, and organization of the study.

1.1 Background of the study

E-commerce Trends During Covid-19 Pandemic In Malaysia are the main of the topic. E-commerce refers to the online purchase and sale of products and services, as well as the movement of funds and data to complete the transaction. Electronic or online commerce are other terms for it. A trend describes the overall direction in which something is changing, developing, or deviating. The SARS-CoV-2 virus causes coronary artery disease (COVID-19). The majority of those infected with the virus will have mild to moderate respiratory symptoms and will recover without the need for specific treatment. Some, on the other hand, will get extremely unwell and require medical assistance. COVID-19 (coronavirus illness 2019) is a disease caused by the SARS-CoV-2 virus, which was found in Wuhan, China, in December 2019. It is very infectious and has spread rapidly over the world. COVID-19 is most commonly associated with respiratory symptoms that resemble a cold, flu, or pneumonia. COVID-19 has the potential to infect more than only your lungs and respiratory system. The condition may also affect other sections of your body. In other words, when the covid19 pandemic came, it will impacted businesses and organisations that use ecommerce that are closely linked.

Ecommerce began more than 40 years ago, when early technologies such as Electronic Data Interchange (EDI) and teleshopping were introduced in the 1970s, paving the way for the modern-day ecommerce business as we currently know. The history of ecommerce is inextricably linked to that of the internet. When the internet was first made available to the general public in 1991, online purchasing became conceivable. Amazon was one of the first ecommerce sites to launch in the United States, and many of firms have since followed suit. Since the beginning of internet purchasing, the ease, security, and delightful user experience have all grown dramatically. We shall explore some of the important actors and ecommerce milestones in this post.

One of the most compelling e-commerce statistics demonstrates Amazon's market dominance: in 2015, Amazon alone accounted for more than half of all e-commerce growth. In sum, this increase accounted for 9% of all retail sales the previous year. It's easy to see why Amazon has become the go-to shop for the great majority of online vendors, fighting with one another to get to the top of Amazon's search results.

1.2 Problem Statement

The world economy is altering cash flows in the sphere of e-business, which demonstrates the rising impact of the Internet on global economic processes. This change is taking place within the backdrop of global changes that are implicated in pandemics. As a result of being confined to their homes because to the worldwide lockdown, society is learning about new technology. The modern consumer is able to view the range of products that are being sold in real time, find the appropriate product in a short amount of time, learn about its characteristics, read the reviews that other customers have left, select a delivery method and time that are convenient for them, and make online payments using a mobile phone rather than a traditional desktop computer. The COVID-19 pandemic was also a factor in the development of innovative approaches to international trade, including as e-commerce and mobile

commerce. In light of this fact, the need to develop scientific and methodological approaches to the study of the trajectory and features of e-commerce and m-commerce, an analysis of their impact on the online shopping and sales industry, a post-pandemic forecast in international trade trends, and the priorities of e-business must be addressed.

In the East Asian, Indonesia were founded as one of the country. The creative economy of Indonesia has enormous untapped potential, but it confronts a variety of obstacles. The expansion of Indonesia's creative sector is expected to reach new heights in 2018. This forecast is consistent with the country's e-commerce industry's strong growth over the previous five years. The creative economy is predicted to become a new economic force in the future. However, the majority of the industry is made up of small and medium-sized businesses that continue to promote their goods exclusively locally. Furthermore, just 50.87 percent of businesses and entrepreneurs use e-commerce in their operations. While the adoption rate varies per subsector, only two subsectors have more than a 75% e-commerce adoption rate.

Poor Internet use and low E-Commerce adoption may imply that many firms continue to depend on offline transactions.

Indonesia has achieved the intermediate level in terms of digital preparedness, with digital readiness scores of 11.73 reported by Cisco in 2018 (Yoo et al., 2018). In the age of Industry 4.0, when digital connection is the primary focus, there are several options to transition a firm from traditional to e-commerce. The low degree of e-commerce adoption among Creative Economy businesses demands particular attention. In turn, it may be stated that a country's degree of technology readiness and innovation potential serve as the foundation for increasing logistics and corporate performance, as well as the digital transformation of the desired economy and society.

E-commerce, technology, business travel, and the economy are all affected by the coronavirus (Covid-19). It has already claimed the lives of numerous people and continues to do so. Furthermore, every country uses lockdown protocols as a preventative precaution, and Malaysia has followed suit. Malaysian e-commerce just recently began to take off and was expanding at a gradual but steady and robust rate. The development of technology was directly proportionate to how much e-commerce is expanding. In the early 2000s, there was a rise in the availability of internet services and in the use of computers in homes and workplaces, which sped up Malaysia's e-commerce expansion. In addition, there was a significant inflow of new companies selling appealing items on internet platforms stated ecommerceDB (2020). New ecommerce infrastructure sets for different platforms appeared in the late 2000s. These innovations were well-received and quickly rose to prominence as the most widely used internet marketplaces. For the first time ever, global e-commerce (B2C) sales crossed US\$1 trillion at the end of 2014, with double-digit growth seen across every continent. According to Globaldata (2020). The COVID19 epidemic also ended up being a blessing in disguise for Malaysia's e-commerce industry in 2020, when it helped fuel up to 37 percent % growth. Is it true that Covid19 has affected the buying and selling trends?

1.3 Research Questions

The research questions are based on objectives and to know the impact of e-commerce trends during the COVID-19 pandemic in Malaysia, the scope of this exploratory research was based on the following:

1. How does the knowledge of e-commerce trends respond to the pandemic?
2. To what extent does customer behavior respond during COVID-19 in Malaysia?
3. To what extent the impact of COVID-19 on e-commerce trends in Malaysia?

1.4 Research Objectives

The general objective of this study is to comprehend the impact of e-commerce trends during a pandemic in Malaysia, which led to an increase in the growth of online platforms such as Shopee, Lazada and Zalora.

The specific research objectives of this study are as follows:

1. To identify knowledge on e-commerce trends respond to the pandemic.
2. To examine customer behavior during COVID-19 in Malaysia.
3. To conclude the impact of COVID-19 on e-commerce trends in Malaysia.

1.5 Operational Definition

1.5.1 E-commerce

E-commerce has many definitions that come from many sources. First off, e-commerce, or electronic commerce, is the practise of maintaining connections and carrying out business transactions, such as the sale of goods, services, and information, over computer networks (Zwass , 2019) Secondly, the word "e-commerce" (or "electronic commerce") refers to a business strategy that enables organisations and people to purchase and dispense goods and services over the Internet. Nearly every product and service imaginable is available through ecommerce transactions, including books, music, plane tickets, and financial services like stock investing and online banking. E-commerce also operates in four major market segments and can be conducted over computers, tablets, smartphones, and other smart devices (Bloomenthal, 2021). Thirdly, e-commerce, also known as electronic commerce, is the exchange of products and services as well as the transmission of money and data through an electronic network, primarily the internet. These business transactions might be between businesses (B2B),

consumers (B2C), or other businesses (Chai, 2020). For the fourth definition, e-commerce, also known as electronic commerce or internet commerce, refers to the buying and selling of goods or services using the internet as well as the transfer of funds and data to carry out these transactions. E-commerce is frequently used to refer to the online sale of physical products, but it can also describe any type of commercial transaction that is made possible by the internet (Shopify, 2020). According to the Ecommerce Platform (2022), e-commerce is simply the act of purchasing and selling goods via electronic channels like the Internet and mobile applications. Ecommerce includes electronic transactions as well as online purchasing and retail. Last but not least, E-commerce, or electronic commerce, is the purchasing and selling of products or services electronically over the internet, according to Indeed Editorial Team (2020). It can also apply to other online pursuits like bidding, purchasing tickets, and banking.

So, in this study, definition of the e-commerce means a business or negotiation run online or through the internet that often uses the social media platform to reach and communicate to the customer which also can support a business without several physical and offline requirements. Then, the justification for the definition of e-commerce that stated above is the letter 'e' before the word commerce means that the work of commerce is related to the use of the internet. Besides, the word media social is mentioned in the definition because it is understood that it become an important platform for the business where people can reach the customer online. Moreover, it is clearly found that e-commerce is also an alternative for an offline business.

1.5.2 Covid-19 Disease

A novel coronavirus known as severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2; formerly known as 2019-nCoV) that was originally discovered during an outbreak of respiratory sickness cases in Wuhan City, Hubei Province, China, is known as coronavirus disease 2019 (COVID-19) (Cennimo, et al., 2021). Additionally, coronaviruses are a family of viruses that can cause respiratory illnesses in people, according to Cleveland Clinic (2022). Because the virus's surface is covered in spikes that resemble crowns, they are known as "corona." Examples of coronaviruses that infect people include the severe acute respiratory syndrome (SARS), Middle East respiratory disease (MERS), and the common cold. SARSCoV-2, a novel coronavirus strain, was initially discovered in Wuhan, China, in December 2019. Since then, it has spread to every nation on earth. Last but not least, Covid-19 is a highly contagious respiratory illness brought on by the SARS-CoV-2 virus, according to the National Cancer Institute (2020). SARS-CoV-2 is believed to be transmitted from person to person through droplets expelled when coughing, sneezing, or talking by an infected person. A less prevalent method of transmission is through contacting one's mouth, nose, or eyes after touching a surface that has the virus on it. Fever, coughing, and breathing difficulties are among COVID-19's most typical signs and symptoms. Additionally possible symptoms include weakness, muscle aches, chills, headaches, sore throats, runny noses, nausea or vomiting, diarrhoea, and a loss of taste or smell.

So, the statement of the definition of Covid-19 disease that this thesis can make is the kind of contagious disease which their pathogen is a dangerous and deadly virus namely SARSCoV-2 that easily spread in many ways and it is believed that it originated in Wuhan, China. The reason why this thesis states the following definition is because Covid-19 disease happens since the pathogen called SARS-CoV-2 started to spread from Wuhan, China which

is able to spread quickly and cause a concerning big amount of death from day to day without practicing the right precaution that shows the real harm of this disease.

1.5.3 Digital Business Platform

A digital business platform (DBP), according to Burton (2020), is a multipurpose hub that promotes business connections between people and technology and aids in task coordination inside an organisation. In contrast to a platform, which is a collection of resources at your disposal that enables the exchange of your ideas, digital business platforms are essentially online enterprises that permit commercial engagement between a supplier and a customer (Robin, 2020). Additionally, a digital platform can be understood in business terms as the whole of a location where exchanges of information, products, or services can take place between producers and customers as well as the community that engages with the same platform (Watts, 2020).

After that, the definition that this study can make after finding all those definitions from various resources is digital business platform means the online media social that can be used by the entrepreneur to share the information about their product or service in various ways in order to attract the online customer for buying their product or services. Example of the digital business platform is Instagram, Facebook, Whatsapp, and so on. The justification for why this study state the following definition is that a digital business platform is an online place that means the media social which the entrepreneur can take advantage of to communicate with customers to work on business by sharing their products and services information, making the negotiation with prospects and so on without to be face to face with them.

1.5.4 Trend

Trends are defined as a broad direction that anything is shifting, evolving, or changing course toward (Market Business News,2020). Next, a trend is what's current or fashionable at a particular period, according to Vocabulary.com (2022). While a trend typically refers to a certain style in entertainment or fashion, there may be a trend toward warmer weather (if people are following trends associated with global warming). In addition, a trend is a market's or an asset's price's general direction. Trendlines or price action that show when the price is making higher swing highs and higher swing lows for an uptrend or lower swing lows and lower swing highs for a downtrend are used in technical analysis to identify trends (Mitchell,2021).

As a whole, the trend can be defined as the pattern of the direction of a certain event at a particular time. The justification for the definition stated is that phenomena noticed which most of the community do something the same at one time. The trend also can be happened as a group of people that doing a kind of same activity due to the influence of many aspects including the life necessity and economic needs.

1.6 Significance of the study

The main purpose of this study is to clarify the trends of e-commerce in Malaysia due to the existence of the Covid-19 pandemic. This is important to make sure a wide understanding and realization of the economic condition involving e-commerce in the current situation among the individuals that live in Malaysia. So, the right idea could be identified by any individual for making the right action to survive in the economy affected by pandemic Covid-19 pandemic. Then, this also can give a guideline for precautions and safety steps procedure if there are future same or identical problems.

The investigation of trends of e-commerce during covid-19 in Malaysia will help for the updates of a certain field of the subject to be learned. For example, in the field of software engineering, this study helps with the idea to make the renewal of online applications for ecommerce which is suitable for the needs of the online entrepreneur.

Moreover, investigating the e-commerce trends in Malaysia due to Covid-19 can identify consumer behavior. Consumer behavior can be analyzed in many aspects according to how they manage to get products, which platform they prefer for buying the products, which online business brands they trust to approach, and their taste in choosing products to meet their satisfaction online.

Furthermore, this study can help to recognize the impact of e-commerce caused by the Covid-19 pandemic. It will lead to easy understanding and elaborate on why a certain situation or event happened in the scope of e-commerce. So, it could be a framework on how we can manage and make the strategy to solve the problem in e-commerce efficiently.

1.7 Scope of the study

As in any study, these studies have its fair share scope of study. Hence, the following are some scope of study:

a) The scope of the study is limited to Malaysian citizens who have experience using Ecommerce platform during Covid-19 Pandemic in Malaysia. This means that all Malaysians who use E-commerce platforms in Malaysia are involved in this study.

b) This research will cover all goods and services in the E-commerce platform especially during the Covid-19 Pandemic used by Malaysians in Malaysia. The E-commerce platforms will be in all 10 platforms in Malaysia only. For example, Shopee, Lazada, Zalora and many more.

c) The method for this research proposal are collecting qualitative data such as to explore the trends of using of E-commerce platforms through the methods of direct interaction of individual or personal interview that is face to face interview with the Malaysian citizens in Malaysia. After the interview is done, we will run the data analysis using ATLAS.ti method.

1.8 Organizational of the study

For the organizational of project paper, will be discuss about what are going to have in the chapter one, chapter two and chapter three.

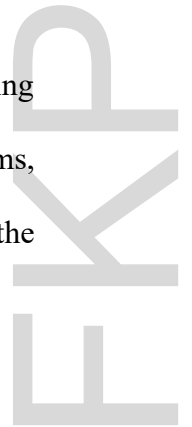
In the chapter one of these studies describes introduction, the research background of the E-commerce. Then the problem statement, research questions, research objective, operational definition, scope of the study, significant of the study and organization of the study and conclusion of the chapter.

In the chapter two, it will discuss in detail about the literature review. That will include the introduction, literature review that begins with the trends of E-commerce, knowledge of Ecommerce about good and services among Malaysian citizens, perception of E-commerce to consumers about good and services and religious. Then the research framework is based on the review of the literature. The model is graphically to show the relationship and lastly the conclusion of the chapter.

In the chapter three, will discuss in detail about research methodology. Begin with the introduction, continue with the research design. Also this research uses the qualitative study. Next, data collection method, data analysis method and will discuss in detail also for the tools that use in this research that is ATLAS.ti such as the function and how it help our research and lastly the conclusion of the chapter.

1.9 Conclusion

This study focuses on focusing on the analysis of the trends of E-commerce during Covid-19 Pandemic in Malaysia. Chapter 1 presents an overview of E-commerce platforms, the problem statement of this study, the objectives of the study, the research questions, the scope of the study, the significance of the study, and the definition of time period.



CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

The previous chapter already discussed the problem statement, scope of the study and also provided relevant significance about e-commerce trends during COVID-19 pandemic in Malaysia. In this chapter, it will discuss the previous studies related to the Coronavirus (COVID-19), customer behavior and e-commerce trends in Malaysia. The researchers also include a research gap and research framework in this chapter.

2.1 Literature Review

This research needs strong references from article in the literature review. The researcher discovered 16 articles. The paper was compiled using data from Google Scholar, Science Direct, Research Gate, and NCBI. The investigation yielded five themes. Coronavirus (COVID19), consumer behaviour, Malaysian ecommerce trends, marketing intelligence, and ecommerce services are among the themes covered. Each of these themes will be discussed in further depth below.

2.1.1 Coronavirus (COVID-19)

In the year 2020, the world was shocked by an unexpected outbreak of the CoronaVirus (COVID-19) epidemic. CoronaVirus is considered to be one of the infectious diseases that occurs mainly after contaminating humans with respiratory distress syndrome (Guo, Coa & Hong, 2020). The World Health Organization (WHO, 2020) declared the cause of this epidemic outbreak was a new virus discovered in 2019 and named the illness CoronaVirus (COVID19). Malaysia is no exception to this situation, where not only is the case rate of COVID-19 infection increasing daily but also affecting the national economy. According to Sarkodie & Owusu (2020), the impact of COVID-19 not only on global human lives and other related human social, but also in economic activities that are evident and enormous.

Research carried out by Rupani et al (2020) also shows that COVID-19 has impacted every aspect of human life and the global economy. Cheng (2020) argued that it is clear this epidemic will have intensively dangerous effects on the Malaysia macro economy and the welfare of the Malaysians. He also said that the main sources of economic damage in Malaysia are double because the first is from the impacts of the coronavirus abroad, the second is generated domestically due to the recent implementation movement control from the government. Due to the COVID-19 epidemic, businesses had to look for new options and it was found in e-commerce (The Star, 2020). As a result, the COVID-19 has given impact to the economy and also speed up the adoption and transition towards digital e-commerce in a veritably significant (OECD, 2020).

2.1.2 Customer Behavior

According to Donthu & Gustafsson (2020), the pandemic has dramatically changed businesses and consumer behavior. The Movement Control Order (MCO) which was first taken on March 18, 2020 to prevent the spread of the coronavirus outbreak has changed the Malaysians consumer behavior (Kong, 2020). Due to the implementation of MCO, most

people could not go anywhere except for buying groceries and the online platform became an applicable medium for shopping to avoid being infected by the COVID-19. The survey by Statista Research Department (2020), 63 percent of respondents stated the reason for increasing e-commerce purchases is to avoid the queues in the Supermarket and other shops during COVID-19. While 62 percent of respondents said they bought things online to avoid social interaction and spend less time outside the house.

Yuen et al (2020) stated that consumer behavior changed can be due to the panic buying and herd mentality behaviors. This can also be seen at the start of the MCO in March 2020, the community bought a huge number of foods and cleared some of the hypermarket to be used as stock. While Kyriakopoulou & Kitsios (2017), argued that advertisement and social media can be affect consumers' behavior decision making before purchase. Thus, the behavior of the customers in Malaysia generally can influence the e-commerce trends. The customer's purchase behavior would be affected due to the slowdown in the country since there would be a lack of products and services caused by COVID-19 (Ulpiano et al., 2021). According to Duygun & Sen (2020), using Maslow's hierarchy of needs theory, people prioritize physiological needs such as food, beverage, shelter, and clothing over non-essential needs in the current period. Security requirements were met concurrently by purchasing masks, sanitizers, and other protective equipment. As a result, more online purchases are made to protect families from COVID-19.

2.1.3 Ecommerce trends

According to Andrienko (2020), the effects of the Coronavirus vary depending on the kind of product marketed, implying that the impact of COVID-19 ranges from extremely high on certain items to less significant on others. As a consequence of the virus, people are remaining inside, keeping their social distance, and purchasing and working online from home, which has resulted in an overall rise in e-commerce sales. For example, internet grocery buying

at Walmart has climbed by 74%. Furthermore, there was an increase in the usage of media during this time period, and both Facebook and Google enhanced its capacity to connect more people with one another at the same time. Google, like Microsoft, has issued an upgraded version stated Sarah Davis (2020).

According to Datuk Ahmad Maslan, Deputy Minister of International Trade and Industry (NSTP, 2018), the contribution of the e-commerce industry to the expansion of the nation's economy has seen significant rise in recent years. He went on to state that information obtained from the Department of Statistics indicated that the contribution of electronic commerce to the gross domestic product of Malaysia increased to 6.1 percent or RM74.6 billion in 2016, up from 5.9 percent or RM68.3 billion in the previous year. Hasanat et al. (2022) stated the COVID-19 outbreak is making it difficult to do business online. In the year 2020, the COVID19 epidemic turned out to be somewhat of a gift in disguise for the e-commerce business in Malaysia, where it contributed up to 37 percent growth stated GlobalData (2020).

2.1.4 Marketing Information

The information can be distributed to consumers through various channels such as social networking, viral marketing, media advertising, the internet and email marketing (Chaffey, 2015). According to Abdel Wahab et al (2015), e-commerce marketing is a new channel with minimal cost, interactive and has universal access where new or smaller companies have a chance to survive. While Kyriakopoulou & Kitsios (2017) stated that information from social media or online advertisements can influence consumer behavior, decision-making and purchase intention on e-commerce. From online advertisements, consumers can access further information related to the product and service that helps them to compare the price and quality of the product (Salehi et al., 2012).

According to Hofacker (2001), online services provide 24/7 customer support that allows users to get the necessary information related to products and services at any time and place, resulting in increased online purchase. Yen (2014) explains that consumer behavior and purchasing intentions have changed due to the information and growth of the internet. In addition, Chew & Kim (2021) stated that internet websites are crucial for understanding consumer behavior and for providing as much information as possible via various marketing channels to assist consumers in making the best decision. This study uses the Technology Acceptance Model (TAM), which is an information systems theory that models how users come to accept and use a technology. Generally, customers can get any data and information easily through the internet (Wang et al., 2005).

2.1.5 Ecommerce Services

According to Filina-Dawidowicz (2015), Logistics is primarily connected with shipping, however the aspects of logistics that are pertinent to e-commerce include not just the procedures pertaining to storage and supply but also document flow, payment processing, and resource planning. E-commerce is distinguished by being technology-driven, innovative in terms of business models, and rapidly expanding on a scale. It has a significant positive impact on the efficiency of operations and contributed to the rise of productivity stated by Yang (2017). Additionally, logistics is often highlighted as one of the most important sources of competitive advantage for the e-commerce business (Kozerska, 2014; Ambroziak and Tkaczyk, 2015).

According to research conducted by McKinsey and Company (2018), subscription ecommerce services may be divided into three distinct groups which are replenishment, curation, and access. Additionally, "in terms of the delivery frequency, products per cycle, degree of surprise, and return possibility," subscription services might differ from one another stated Bischof (2020). The rapid development of technology, the internet, and the services it provides have all contributed to the emergence of new markets stated D'silva (2010).

Gajendra and Wang (2013) has said that the characteristics of a website give a medium for functions that are able to communicate messages from text-based to multimedia formats, therefore delivering a depth of product information and responsiveness to the client. User-centered design has been at the forefront for as long as key factor in determining the overall quality of e-commerce websites.

2.2 Research Gap

A research gap, according to Hamid (2021), is a knowledge gap or a lack of information that has not yet been investigated within the field of research. Another definition of a research gap is a subject or area where the availability of sufficient or acceptable data prevents reviewers from concluding on a particular question (Ashikul, 2020). A necessary first step in creating a research agenda is the clear identification of research gaps (Azeez,2022).

Based on the argument in the literature review above, it is found that the researchers discuss numerous themes. Firstly, it is about Coronavirus or Covid-19. The pandemic of Covid19 had caused the economy of Malaysia to fast the adoption of e-commerce as a significant option for economic growth. This is because it obviously effective and helpful in surviving the economic condition as there are obstacles for most Malaysian that exist due to the rise of the Covid-19 pandemic in Malaysia. Secondly, there is also the theme about customer behavior in the literature review. Customer behavior changes on making more preference for buying online or through the e-commerce than before the Covid-19 pandemic due to several reasons. Some of them are to obey the government regulation of MCO, avoid outdoor social interaction as a precaution against Covid-19, and spend less time outside which is an unhealthy environment.

Thirdly, the literature review above also discusses about e-commerce trends. There are explained by highlighting the statistic of the contributions of e-commerce trends towards economic growth. Moreover, in the literature review also discussed about marketing information. Product or service marketing that distributed throughout online alternatives provide many advantages for both seller and buyer. For example, in terms of costs, survive chance for small company, provide 24/7 customer support, and easy. Lastly, it is about ecommerce service. E-commerce service involved dissimilar aspects in terms of business model with offline service.

Then, it can be identified that there were some things that were not discussed there. Firstly, there is no references of the information related to whether the e-commerce will develop progressively or will slowly be forgotten as it was just being used during the Covid19 pandemic. Secondly, there is not discussed about what is the highest preference of ecommerce channel by the buyers or customers and why. Besides, the characteristics of ecommerce that make it relevant are also not detailed in depth. For example, regarding the mobile-friendly, simple, advance payment options and more. Furthermore, what category of items that always customer buy contributes towards the increment of the trends of e-commerce during Covid-19 also not discussed in the literature review. Next, there also no references according to government intervention in e-commerce as they are the authority that play the significant role in setting the law and assistance in order to strengthen the Malaysian economy by supporting e-commerce that seems as important alternatives in dealings during Covid-19 in Malaysia. Moreover, the risk of using e-commerce by customers as dealing alternatives also not explained. For instance, customer's identity information leakage, fraud in sales and low quality of products than expected by the buyer.

Therefore, this study takes those elements or information to be discussed in this study as they were never discovered or reviewed in the literature review. All themes from literature review not strongly build a clear and comprehensively understandable in the scope of the research title chosen which is 'E-commerce Trends During Covid-19 Pandemic in Malaysia'. The precise image of the study can be form by investigate the undiscussed information stated above which they can be used to make evaluation, to spot the relation, to generate meaningful details and so on. Without including those undiscussed information in this study, the study may seem uncompleted and the reader may not find the absolute knowledge related to the title. Thus, in order to fulfill the extensive thesis using those information, researchers decided to make a research based on the e-commerce trends during the Covid-19 pandemic in Malaysia.

Then, there are justifications for why the researchers want to investigate and run the study about the e-commerce trends during the Covid-19 pandemic in Malaysia. By running the study on this topic, it will be easy to analyze and figure out clearly the actual event that happened in the scope of the Malaysian economy during Covid-19. This may become an important record for the future generation to refer to as they may need detailed information on the history of the Malaysian economy through the passage of time and important incidents. Meanwhile, the study on the condition of e-commerce trends during the Covid-19 pandemic in Malaysia will raise the ideas of online entrepreneurs to develop a better range of e-commerce characteristics and features. So, this will produce a progressive e-commerce environment and practice in Malaysia such as in terms of easy access to product purchasing without many steps required. Thus, what the researchers decided to study can be shown in the research framework below.

2.3 Research Framework

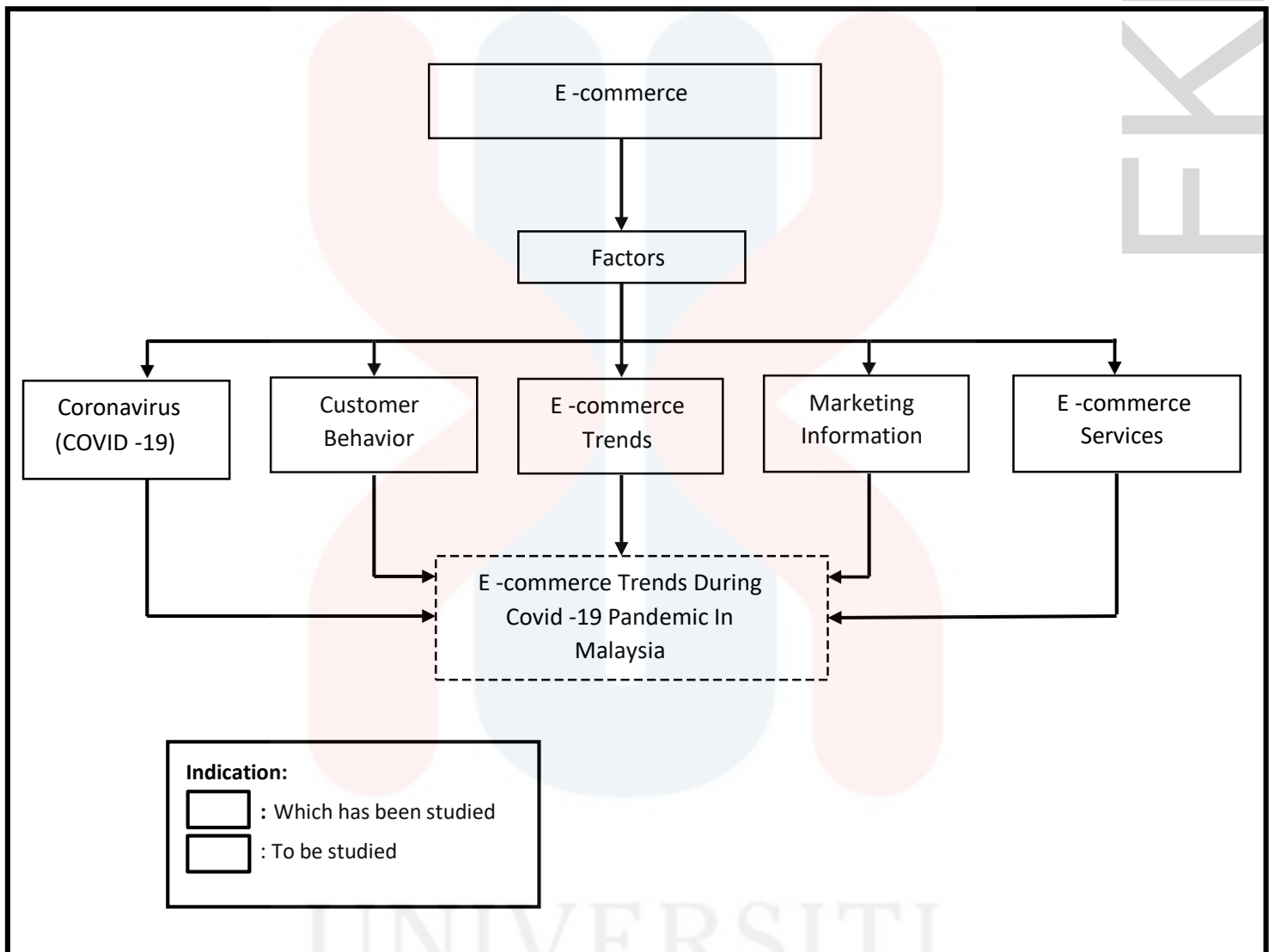


Figure 2.3 : Research framework

Based on literature review, the research framework of the study were developed and shown above in figure 2. The purpose of this study is to analyze e-commerce trends during the Covid19 pandemic in Malaysia. This study is starting to look at e-commerce trends. The use of ecommerce has a very high potential. E-commerce platforms are increasingly in demand by customers nowadays even during the covid-19 pandemic.

Most people use e-commerce platforms during the covid-19 pandemic because they have many options, saving time as well as convenience when making choices, purchases and comparison of goods.

2.4 Conclusion

In the second chapter, a review of past research will be presented. A literature review is a piece of academic writing that demonstrates knowledge and grasp of the academic literature on a particular subject in context. The first step is introduction. The literature review starts with an analyze of coronavirus (covid-19), then moves on to Customer Behavior , Ecommerce Trends in Malaysia , Marketing information and Ecommerce services. The literature review also includes a discussion of research gaps. Finally, there is the theoretical framework upon which the study is founded.

CHAPTER 3

RESEARCH METHODS

3.0 Introduction

Chapter 3 is focusing on the research method which means the methods for dealing with data that has been acquired, processed, and interpreted. This section will explain the methodology used in this study and provide a detailed overview of the steps that will be done to complete the research project. This section is also known as the most important part of the research project. Overall, the research methods include an introduction, research design, data collection methods, data analysis method, reliability and validity of data, and conclusion. This chapter will provide a clear view in the reader's mind of how the researcher carries out this thesis or study.

3.1 Research Design

The research design, according to Sacred Heart University (2022), is the overall strategy selected to integrate the various study components in a coherent and logical way, ensuring that it will successfully address the research problem. It serves as the guide for the data collection, measurement, and analysis processes. A research design is a strategy that establishes the methods, timing, and locations for data collection and analysis (Parahoo, 1997). This study focuses on the e-commerce trends during the Covid-19 pandemic in Malaysia from the view of various aspects.

3.1.1 Research Paradigm

A research paradigm, in the words of Proofed (2022), is the intellectual foundation upon which the research is founded. It provides a framework of ideas and perceptions upon which the research project's theories and methods might be based. Ontology, epistemology, and research methods make up a research paradigm. There are various research techniques within each of the methodologies, which can be quantitative or qualitative. Quantitative research methodology is frequently utilised in the pure sciences. Qualitative research methodology is more frequently used in the social sciences. The qualitative method is employed by the researchers in this investigation. Interpretive research will therefore be the sort of research paradigm used, as it falls under the qualitative approach group.

Interpretive research generates data through talk, observation, or document selection and analyses it using a variety of techniques, including category analysis, discourse analysis, genealogy, metaphor analysis, story-telling analysis, and more. It is based on a constructivist ontology and an intersubjectivist (or constructivist) epistemology (University of Utah, 2016). The interpretive research methodology is also known as interpretivism, qualitative research, or phenomenological research, according to Remenyi and Pather (2004). Additionally, they contended that interpretivism does not rely on quantitative or statistical analysis of data or

evidence and predicted that this strategy would not have flawless objectives. It is thought that a significant portion of the bias present in every researcher can be managed by carefully employing techniques like triangulation.

Numerous methods are used to gather data during interpretative research. In this thesis, the researchers employ documentation techniques in which external and internal documents, including memos, emails, financial statements, annual reports, newspaper articles, and websites, may be used to support other types of evidence or to shed additional light on the phenomenon of interest.

3.1.2 Qualitative Research

Bhandari (2020) asserts that qualitative research entails gathering and studying nonnumerical data. For example, text, video, and audio to understand concepts, opinions, or experiences. It can be utilized to uncover intricate details about a situation or to spark fresh study concepts. To collect "factual data," qualitative research techniques are particularly helpful. To comprehend how people perceive the world, qualitative research is also used (Bhandari, 2020). Although qualitative research can be conducted in many different ways, most of them are flexible and focused on preserving rich meaning when evaluating data (4sight, 2021). Other researchers often collect qualitative data using a variety of methods, including focus groups, observation, case studies, descriptive research, and exploratory research.

Descriptive research was the form of qualitative analysis used in this study.

3.1.2.1 Descriptive Research

Descriptive research aims to accurately and systematically describe a population, situation or phenomenon. It can respond to inquiries about what, where, when, and how, but not why (McCombes,2019). Voxco (2022) asserts that before conducting additional study, descriptive research enables scholars to fully explore the backdrop of a research problem. Descriptive research also to be known as cost-effective and quick.

There are some reasons why researchers choose on using descriptive research. Firstly, the descriptive research approach can be used to track changes in variables over time, enabling the discovery and analysis of trends. Thus, this method is suitable for finding the fact in the scope of e-commerce trends during Covid-19 in Malaysia.

Secondly, it can also be utilised to identify the various traits of the subjects. This can include traits, behaviours, and a wide range of other qualities. This is a very important tool to know the elements in the events of trends of e-commerce during the Covid-19 pandemic in Malaysia which in order can help researchers to generate the idea from the data into meaningful yet related information. Then, this can lead researchers on provide the details and the relationships of certain aspects involved in e-commerce trends during the Covid-19 pandemic in Malaysia.

Lastly, since descriptive research entails thoroughly analyzing each variable before reaching conclusions, it can be an effective method for testing the validity of an existing condition. So, it really helps the researchers to provide a high-quality and comprehensive thesis.

3.2 Data Collection Method

This study used a qualitative descriptive method. According to Palinkas (2015), qualitative data has three types that researchers use which are observation, in-depth interview, focus group discussions and document analysis. While Creswell (2007) stated that qualitative

style such as observation and interviewing can be used to have an in-depth and expansive understanding of the issue. Qualitative is considered to be suitable when the researcher investigates a new field of study (Corbin, 2008). In this study, the researcher uses secondary data where the data is obtained through a literature review by referring to journals, official websites (WHO, KKM and OECD) and online news portals to extract and further analyze the latest insights that can be gathered about the e-commerce trends, customer behavior and COVID-19 pandemic in Malaysia. Secondary data can be accessed online or by reading material that has been recorded or published, and it can be internal or external to the association (Kumar et al., 2013).

3.3 Data Analysis Method

To verify that the information investigated in this study is valid, the data will be assessed based on content analysis and assisted by the Atlas.ti software programme. The qualitative study where to acquire the non-numerical data and all data is based on texts such as books, articles, journals, etc. Because this study held a new nature of research, descriptive research is more suitable through content analysis in better understanding of study (Renz, Carrington & Badger, 2020). The methods used in the data analysis are as follows:

3.3.1 Content Analysis

Content analysis is one of the techniques used in qualitative study intended to interpret the contents of the texts by identifying the themes or patterns of study (Hsieh & Shannon, 2005). Besides, this kind of analysis used in acquiring objective content of the text to learn about the meanings, themes and patterns that was used in the study. It is allow the researcher to well-understand the true nature in general but scientific. In addition, this form of analysis was mainly inductive where the study of information specifically and thereby making the information more generally as a conclusion. It is also was used in exploring the meaning underlying of the research.

Qualitative content analysis usually begins at the beginning of data collection. This process is an initial level in analyzing data of information and then will help to the concept development and data collection towards sources that more useful in solving the research question of research (Deterding & Waters, 2021). According to Alam (2020), in support the conclusion of the research so that it is valid and reliable, qualitative content analysis involve a complex procedures and definitely transparent to analyze data. This kind of analysis begins with the preparation of data and proceeds with write the findings of the report.

The content analysis is very useful in this study when the researchers use this kind of method as a way of identifying themes or patterns and thus describes the themes to be more meaningful. Also, in the search for expression of ideas, the researchers can use the acquired themes as units of coding (Fadeyi, 2019).

Therefore, the results obtained from this study will help in supporting new theories on e-commerce trends during the Covid-19 pandemic in Malaysia and it can also validate existing theories with careful data preparation process, coding process and meaningful interpretation.

3.3.1.1 Computer Support for Qualitative Content Analysis

Qualitative content analysis is generally upheld by computer programs. The programs change in their complexity, yet their regular reason for existing is to help the researchers in sorting out, overseeing, and coding qualitative data in more productive way. According to Neuendorf (2018), content analysis can be carried either by a computer programme utilising a preset set of search dictionaries and algorithms or by a human coding according to a predefined coding scheme.

The fundamental capacities that are upheld by such programs incorporate content editing, note and notice taking, coding, content recovery, and category manipulation (Mayring, 2020). To help scholars track the development of their translations, some tools even keep a

record of the coding history. A researcher should use tools like this to improve the effort whenever they will be doing more than a few interviews or working with a team of researchers.

3.3.1.2 Computer-Assisted Qualitative Data Analysis Software (CAQDAS)

The advent of computer software that makes it easier to analyse qualitative data has been one of the most important advancements in qualitative research in recent years. The field of computer- assisted qualitative data analysis, or CAQDAS as it is sometimes referred to, has seen expansion in terms of both the amount of individuals utilising these programmes and the number of systems that perform this type of analysis. The term and its abbreviation were coined by Olapane (2021). The majority of the most popular programmes are variants on the codeand-retrieve concept. They permit the analyst to decode text while using a computer and to get the decoded text, in other words. According to O'Kane, Smith, and Lerman (2021), we can obtain all the text sequences to which a code or combination of codes was applied if we code a lot of interviews. This implies that computer programmes handle manual coding-related chores.

Typically, an analyst would go through a collection of data and code the text sequences as they were seen in terms of codes. For each code, they would then compile all the text sequences that used that code (retrieving). Writing marginal codes, making photocopies of transcripts or field notes, and extracting and pasting all text fragments related to a code are all physical tasks that are replaced by computers.

This programme aids in the management, organisation, and analysis of information (Olapane, 2021). The benefits of utilising this programme include time savings, managing enormous amounts of qualitative data, more flexibility, improved validity and auditability of qualitative research, and freedom from manual and administrative responsibilities. Concerns include growing determinism and rigidity in processes, prioritisation of coding and retrieval techniques, reification of data, increased pressure on researchers to concentrate on quantity and

breadth rather than depth and meaning, time and effort expended learning computer programmes, increased commercialism, and diversion from the real work of analysis.

In this study, researchers used ATLAS.ti to analyze all data on e-commerce trends during the Covid19 pandemic.

3.3.1.2.1 ATLAS.ti

A popular computer application for qualitative research is ATLAS.ti. The CAQDAS programme genre includes ATLAS.ti. It is a tool that may be used to code, analyse transcripts, or even draw diagrams that connect various emergent concepts (Cypress, 2019). Unstructured data that may contain hidden information can be found using ATLAS.ti. Researchers frequently use this computer programme as a tool to keep track of all the enormous amounts of data and analyse it to produce new data.

For the qualitative analysis of significant amounts of textual, graphical, audio, and video data, ATLAS.ti is a potent workbench. Innovative yet methodical arrangements of study material can be made with the aid of sophisticated tools. Researcher attention is maintained on the content itself through ATLAS.ti. Researcher needs for qualitative analysis are met by ATLAS.ti. The primary goal of ATLAS.ti is to create tools that make coding processes easier and categorise data according to visual and network themes for interpretation. (Rozani & Pigola, 2020).

Based on this study, researchers will use ATLAS.ti for coding and analyzing transcripts and field notes, constructing literature reviews, creating network diagrams, and data visualization based on studies on e-commerce trends during the Covid-19 pandemic in Malaysia.

3.4 Reliability and Validity of Data

3.4.1 Triangulation

In this qualitative study, the researcher makes use of triangulation to ensure the validity and reliability of the data collected. Triangulation refers to the practise of answering a research topic utilising a combination of numerous datasets, methodologies, theoretical frameworks, and investigators. It is a research approach that may help you improve the validity and trustworthiness of your results, and it is something you should definitely consider using (Bhandari, 2022). Triangulation is a technique for improving the credibility and validity of study results (Noble and Heale, 2019). Triangulation is a strategy used by qualitative researchers to examine and confirm the validity of their findings (Lisa, 2022). The use of various methodologies or data sources in qualitative research to gain a thorough knowledge of phenomena is referred to as triangulation (Patton, 1999). Triangulation has also been seen as a qualitative research approach for testing validity via the convergence of information from several sources.

Triangulation was utilised by the researchers to generate more consistent value data. The researcher used two types of triangulation which are data source and method. Methodologies used to increase the reliability and validity. The method that researcher use is descriptive research. This strategy can efficiently and thoroughly handle research challenges. The researcher must define the data gathering process in order to verify the data. The researcher use a secondary data in order to accomplish the objectives of the research. Researchers use a variety of techniques to acquire data from the same data source, which are website, journal and article. It contains vital information that may be used to answer research inquiries related to ecommerce trends. As a result, triangulation is often utilised by researchers in qualitative techniques.

3.4.1.1 Methodological Triangulation

Methodological triangulation refers to the process of doing research using a combination of different qualitative and/or quantitative approaches. When all of the different procedures result in the same findings, validity may be said to have been established. For instance, when people are doing a case study of one of their Welfare-to-Work programme participants over the course of a year in order to record the changes that have occurred in their life as a direct consequence of their involvement in the programme. When evaluating the adjustments, people would not only rely on one approach rather they would employ a variety of methods, such as interviewing, observation, document analysis, and any other methods that are practical. The validity of the result may be demonstrated if the findings from each of the methodologies arrive to the same or comparable conclusions. Triangulation is one of the most common and extensively used methods, and this is another common and frequently used way. On the other hand, in order to assess the programme using a variety of methodologies, this strategy could need for a greater allocation of resources. In a similar vein, the analysis of the data and information that are produced by the various approaches will take a longer amount of time.

3.5 Conclusion

In this chapter, the researcher describes the selected research which are research design, research paradigm, qualitative research, descriptive research. Next, the data collection method explains in detail to use only secondary data to achieve the study's objectives. The secondary data through literature review by referring to journals and website. Besides, the data analysis method describes the use of methods content analysis. Which are qualitative content analysis, qualitative data analysis software (CAQDAS) and ATLAS.ti software program to analyze data. Lastly, the researcher used triangulation to create more reliable and valid data which is methodological triangulation.

CHAPTER 4

FINDINGS AND DISCUSSION

4.0 Introduction

In this chapter, based on the analysis that has been found, there are several themes based on the objectives of the study. The objective of this study is to identify knowledge on e-commerce trends respond to the pandemic. Next to examine customer behavior during Covid-19 in Malaysia and lastly to conclude the impact of Covid-19 on e-commerce trends in Malaysia. The themes found based on the analysis of the research objectives are such as Coronavirus (Covid-19), customer behavior, e-commerce trends, marketing information and e-commerce services. The discussion of the analysis is as follows.

4.1 Knowledge on E-Commerce Trends Respond to The Pandemic

According to Purnamasari (2020) E-commerce can give most businesses, especially small and medium-sized (SMEs) businesses, an important competitive edge. Moldabekova (2021) has stated greater management awareness of e-commerce adoption enhances the possibility of a firm dedicating managerial, financial, and technical resources to embrace e-commerce technology. This is in line with the opinion of Wicaksono, 2021 where adoption of e-commerce, particularly the application of information and communications technology (ICT) in business operations, may connect the social and economic advancement of SMEs and their clients, which in turn can boost the possibility for SMEs to maintain their businesses. The usage of information technology has increased in developing nations as well (Bozer& Jones, 2018). Consequently, as the usage of information technology is enhanced, it becomes easier for small and medium-sized firms to conduct commercial procedures. This may help expand their company.

Learning procedures that are effective are connected to the investigation, exploitation, and sharing of human knowledge (both tacit and explicit) via the use of suitable technology and cultural contexts in order to improve an organization's intellectual capital and performance (Jashapara & Tai, 2011). In order to fulfil the requirements of the requirements of people, the development of the present economic expansion together with the current globalisation led to the beginning of the digital age. This digital era is inseparable from e-commerce, which can be defined as a collection of technologies, applications, and businesses that connect companies or individuals as consumers to engage in electronic transactions, the exchange of goods, and the exchange of information via the Internet or another computer network. The function of e-commerce as a medium is to connect companies or individuals to conduct electronic transactions, exchange goods, and exchange information (Razak et al., 2019; Indahingwati et al., 2019; Mansur et al., 2019). Therefore, it is not unexpected that in this digital age, the use of technology is highly vital to ease the method in which merchants and customers communicate.

An outbreak of a pandemic has the potential to create significant disruptions in production, investment, and consumer spending (Jung, 2016). Even this opinion is agreed by Flores et. al, 2021 which states that the pandemic caused by the Covid-19 virus has caused customers to alter their shopping habits out of fear of being infected. As a result, consumption patterns shifted toward using e-commerce platforms in an effort to curb the further spread of the virus. This resulted in an improvement in shopping efficiency, made it possible to make new purchases, and made it easier to acquire information, along with facilitating virtual dialogue between the buyer and the supplier. Therefore, as a result of Covid-19, consumers have switched to using e-commerce to process the purchases they want. So, it is true that the use of e-commerce makes it easier for users to buy goods.

Innovation, entrepreneurship, and knowledge are known to be the key to economic growth and competitiveness (Pineiro, Lopez, Romero & Perez, 2020). Even this fact is supported by Nafei (2016) where firm that are actively seeking new knowledge can benefit from the use of social capital because it enables them to detect imperfections in the functioning of the market as it is currently structured and what could be done proactively to better comprehend and satisfy the requirements and preferences of customers. This fact coincides with Chen, Jiao, Zeng, and Wu (2016), proactiveness is contingent upon collaboration between business partners and other members of corporate social networks. At the same time, cooperation is an essential part of the process of creating new knowledge since it is a social process that involves the transmission and incorporation of information via social networks, therefore providing companies with social capital that is anchored in these networks (Tu, 2020). This fact is in line with Wang (2016) who shows that social capital has an effect on organisational performance by acting as an ingredient in the production of shared knowledge.

Based on the statement above, the average writer has said that e-commerce users are needed to make communication easier in the virtual world. When the Covid-19 pandemic happens, this can make it even easier to do business online. Traders can keep doing business as usual when they use the e-commerce platform, and customers can buy things as usual when they use the same platform. So, using e-commerce can help businesses do well because most people are on their cell phones even when there is a lockdown. Because they cannot be between customers and sellers face-to-face.

According to the findings of the study, there are several insights into the knowledge of E-commerce trends that respond to the pandemic. First, knowledge about e-commerce trends is that e-commerce can open up opportunities for most businesses, especially small and medium-sized businesses (SMEs). In addition, there is an opinion saying that the use of e-commerce can give higher management awareness of the use of e-commerce by increasing the

likelihood of firms dedicating managerial, financial and technical resources to embrace e-commerce technology. The next opinion says that the use of e-commerce, especially the application of information and communication technology (ICT) in business operations, can link the social and economic progress of SMEs and their customers, which in turn can increase the possibility of SMEs maintaining their business. Further, through the use of appropriate technologies and cultural contexts, effective learning procedures are linked to the investigation, exploitation, and sharing of human knowledge (both tacit and explicit) to improve intellectual capital and organizational performance.

Furthermore, there is an opinion that this digital era cannot be separated from e-commerce, which can be defined as a collection of technologies, applications and businesses that connect companies or individuals as users to engage in electronic transactions, exchange of goods, and exchange of information via the internet or network other computers to meet human needs, the development of the current economic development along with the current globalization led to the beginning of the digital era. Some think that the function of e-commerce as a medium is to connect companies or individuals to do electronic transactions, exchange of goods, and exchange of information. In addition, production, investment and consumer spending will face significant disruption during the pandemic. Finally, the pandemic caused by the Covid-19 virus has caused customers to change their shopping habits for fear of infection. As a result, usage patterns shifted towards using e-commerce platforms in an effort to contain the spread of the virus. This results in an increase in shopping efficiency, makes it possible to make new purchases, and makes it easier to obtain information, along with facilitating a virtual dialogue between buyers and suppliers.

Next, knowledge, entrepreneurship, and innovation are recognised as being essential for competitiveness and economic progress. This presents chances for businesses to identify flaws in how the market operates and take proactive measures to better comprehend and cater

to client demands and preferences. Even proactive behaviour is reliant on collaboration between business associates and other members of the corporate social network. Due to the social nature of cooperation, which involves the dissemination and assimilation of information via social networks, it is a crucial step in the process of producing new knowledge. Finally, by contributing to the creation of shared knowledge, social capital affects organisational performance.

This study can identify several themes that are consistent with the objectives of this study. First of all, the theme of Covid-19 and the theme of customer behavior. This theme is in line with the objective because when the Covid-19 pandemic occurs customers change their shopping habits by using e-commerce platforms. Additionally, a parallel theme to this objective is e-commerce trends. This is because the use of e-commerce increased during the pandemic because people only buy essential goods online without fear of being infected by the virus. The next theme is the e-commerce services. This is because for now, the use of technology is very important to facilitate business affairs, can help save time and can reduce costs.

Based on the discussion above, it was found that the objective was to identify knowledge about e-commerce trends in response to the pandemic in accordance with several themes in this study. Therefore, the results of the discussion above can be summarized through Table 4.1.

Table 4.1: The Knowledge on E-Commerce Trends Respond to The Pandemic

The Knowledge on E-Commerce Trends Respond to The Pandemic	Author
E-commerce can give most businesses, especially small and medium-sized (SMEs) businesses, an important competitive edge.	Purnamasari, 2020

<p>Greater management awareness of e-commerce adoption enhances the possibility of a firm dedicating managerial, financial, and technical resources to embrace e-commerce technology.</p>	<p>Moldabekova, 2021</p>
<p>Adoption of e-commerce, particularly the application of information and communications technology (ICT) in business operations, may connect the social and economic advancement of SMEs and their clients, which in turn can boost the possibility for SMEs to maintain their businesses.</p>	<p>Wicaksono, 2021</p>
<p>The usage of information technology has increased in developing nations as well.</p>	<p>Bozer& Jones, 2018</p>
<p>Learning procedures that are effective are connected to the investigation, exploitation, and sharing of human knowledge (both tacit and explicit) via the use of suitable technology and cultural contexts in order to improve an organization's intellectual capital and performance.</p>	<p>Jashapara & Tai, 2011</p>
<p>This digital era is inseparable from e-commerce, which can be defined as a collection of technologies, applications, and businesses that connect companies or individuals as consumers to engage in electronic transactions, the exchange of goods, and the exchange of information via the Internet or another computer network.</p>	<p>Razak et al., 2019; Indahingwati et al., 2019; Mansur et al., 2019</p>
<p>An outbreak of a pandemic has the potential to create significant disruptions in production, investment, and consumer spending.</p>	<p>Jung, 2016</p>

<p>The pandemic caused by the Covid-19 virus has caused customers to alter their shopping habits out of fear of being infected. As a result, consumption patterns shifted toward using e-commerce platforms in an effort to curb the further spread of the virus. This resulted in an improvement in shopping efficiency, made it possible to make new purchases, and made it easier to acquire information, along with facilitating virtual dialogue between the buyer and the supplier.</p>	<p>Flores et. al, 2021</p>
<p>Innovation, entrepreneurship, and knowledge are known to be the key to economic growth and competitiveness.</p>	<p>Pineiro, Lopez, Romero & Perez, 2020</p>
<p>Firms that are actively seeking new knowledge can benefit from the use of social capital because it enables them to detect imperfections in the functioning of the market as it is currently structured and what could be done proactively to better comprehend and satisfy the requirements and preferences of customers.</p>	<p>Nafei, 2016</p>
<p>Proactiveness is contingent upon collaboration between business partners and other members of corporate social networks.</p>	<p>Chen, Jiao, Zeng & Wu, 2016</p>
<p>Cooperation is an essential part of the process of creating new knowledge since it is a social process that involves the transmission and incorporation of information via social networks, therefore providing companies with social capital that is anchored in these networks.</p>	<p>Tu, 2020</p>

It has been shown that social capital has an effect on organisational performance by acting as an ingredient in the production of shared knowledge.	Wang, 2016
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4.2 Customer Behavior during Covid-19 in Malaysia

Kaur et al (2020) stated that in Malaysia, after the Prime Minister announced Phase 1 of the Movement Control Order (MCO) from 18 March to 1 April 2020, the Malaysian public went into panic and frenzy. The Malaysian government has consistently cautioned its citizens not to panic and has reassured them that essentials, especially food, are in abundance but various posts about long lines and empty supermarket shelves continued to circulate on social media, causing panic among Malaysian consumers. Zychowicz et al. (2020) also argued that governments may have difficulty disseminating pandemic-related recommendations through the media due to people's low trust in media organizations but with an increase in trust in this information source, fears about food availability and panic-stricken food-buying behaviors are more likely to occur. Besides, Loxton et al. (2020) give a statement that in reaction to the coronavirus, research by Yuen (2020) identified four major elements that lead to panic buying which are perception, fear of the unknown, coping behavior, and social psychology. Lins and Aquino (2020), assert an associated statement that personal disruptive events may also be linked to panic buying and psychological disorders such as post-traumatic stress disorder, anxiety disorders, panic disorder, social phobia, agoraphobia, and other forms of buying behavior disorder, in which panic and terror have connected symptoms like compulsive buying.

After that, referring to Kaur et al. (2020), the fear of a lack of goods sold influences the purchasing behavior of consumers and its effects on the shopping experience during the first phase of MCO in Malaysia. This fact coincides with Zychowicz et al. (2020) that the results of

the present study confirmed the association between perceived stress and both fear of limited access to food and purchasing larger than usual amounts of food. In addition, mass media and social media are primarily responsible for amplifying the causes of fear, which has a domino effect on consumer behavior (Kaur et al., 2020). Lins and Aquino (2020) also agree when they state increased access to information provided by social media and the global spread of the coronavirus have made panic buying an unprecedented global phenomenon.

According to Nair et al. (2022), social withdrawal and lockdowns during the Covid-19 pandemic significantly altered consumer behavior and produced new habits and that is in line with the research, which found that customers everywhere were developing new buying habits and ways of looking for products and brands. According to a Malaysian survey, 85% of Malaysian customers now wash their hands or use hand sanitizer more regularly than they did in the past, which helps to explain changing habits (Nair et al., 2022). This fact is related to the assertion by Sheth (2020) that as a result of the Covid-19 pandemic, as well as the lockdown and social distancing mandates, consumers are learning to modify and develop new habits as a result of the disruption to their buying habits as well as their shopping habits. Furthermore, self-efficacy has a direct impact on a person's buying behavior to purchase healthcare and hygiene products because those with greater levels of self-efficacy are more likely to practice preventive behaviors like hand washing and wearing masks (Nair et al., 2022). It is agreed by Gu et al. (2021) as they explained that consumers' priorities have changed from cheap goods and services to health and safety.

After that, referring to Nair et al. (2022), self-isolation helps in the containment of Covid-19, whose self-isolation led to a change in Malaysian consumer behavior, with more people shopping and cooking at home. This can be said as relatable to Zychowicz et al. (2020) statement that due to social isolation, directives, and uncertainty about the future, people's eating habits may change as a result which may cause people's fears to grow uncontrollable

and may have diverse effects on eating habits. Additionally, research carried out by Nair et al. (2022) shows that a 30% increase in meal delivery orders in Malaysia suggests that self-isolation may be the cause of the e-commerce trend. Gu et al. (2021) agree when they state that during the lockdown, the majority of consumers were compelled to eat at home, which resulted in a rise in online sales for the food and beverage sector.

Based on Kaur et al. (2020) alone, the current investigation revealed two distinct purchasing habits. First, during Covid-19 (the new trend), social media and mainstream media had an impact on the crisis' severity but it did not significantly affect the Malaysian consumers' shopping experience. Second, the fear feeling, or FOMO (fear of missing out) has a significant impact on Malaysian consumers' spending habits. A spike in uncertainty has resulted in irregular and irrational consumer behavior, which has had a significant impact on consumer behavior across the globe including in Malaysia as a result of the Covid-19 pandemic (Loxton et al., 2020). Consumers may make hasty purchases as a result of their stress and confusion during the decision-making process.

Loxton et al. (2020) found out that, when it comes to consumer behavior during a crisis as well as the Covid-19 pandemic, this phenomenon feeds societal worries since people are more likely to follow the recommendations of their peers or friends than those made by scientific or governing institutions. This fact contradicts Dali et al. (2020) who said according to the survey, Malaysian consumers' behavior has changed as a result of their attitudes toward, faith in, and trust in the government's plan to contain the pandemic. Then, Sheth (2020) claims that technology's ability to convert wants into requirements has a big impact on how new habits, like internet buying, are formed. It is related to the statement of Deli et al. (2020) that there was a general recognition among the general consumer and the business community during Covid-19 that digital technology can be useful in simplifying the everyday tasks that we face every day. This is also associated with the fact asserted by Nair et al. (2022) that the

importance that technology plays in shopping, particularly e-commerce has led to particular consumer behavior during Covid-19. In fact, 43% of all respondents had engaged in internet shopping since the start of Covid-19, up from 12% prior to the epidemic (Nair et al., 2022).

According to the findings of the study, there are several factors that influence customer behavior during Covid-19 in Malaysia. First, during the Covid-19 state that in Malaysia, after the Prime Minister announced the Movement Control Order (MCO), Malaysians panicked and frenzy. Many consumers become panicked as a result of too low a trust rate in the media of media organizations but with increased trust in these sources of information, concerns about food availability and panicked food buying behavior are more likely to occur. In addition, there are four main elements that lead to panic buying which are perception, fear of the unknown, coping behavior, and social psychology. In fact, the cause of panic buying is due to the consumer experiencing a personal disorder and psychological disorder such as post-traumatic stress disorder, anxiety disorder, panic disorder, social phobia, agoraphobia, and other forms of buying behavior disorder, where panic and fear have been associated symptoms such as compulsive buying.

Subsequently, concerns about the lack of goods sold influenced customer purchasing behavior and its impact on the shopping experience during the first phase of the MCO in Malaysia. This accounts for the relationship between perceived stress and both the fear of limited access to food and the purchase of larger amounts of food than usual. In addition, mass media and social media are primarily responsible for amplifying the cause of fear, which has a domino effect on consumer behavior. In fact, the increased access to information provided by social media and the global spread of the coronavirus has made panic buying an unprecedented global phenomenon.

The factors of social withdrawal and lockdowns during the Covid-19 pandemic have significantly changed consumer behavior and created new habits. In which customers everywhere are developing buying habits and new ways of looking at products and brands. According to a Malaysian survey, 85% of Malaysian consumers now wash their hands or use hand sanitizer more often than before, which helps explain the change in habits. This is a result of the Covid-19 pandemic which, along with the mandate of lockdowns and social distancing, consumers are learning to modify and develop new habits due to disruptions that are affecting their buying and shopping habits. Furthermore, self-efficacy has a direct impact on a person's purchasing behavior to purchase health care and hygiene products because those with higher levels of self-efficacy are more likely to practice preventive behaviors such as hand washing and wearing a mask. And ultimately this has caused consumer preferences to change from cheap goods and services to health and safety.

Furthermore, self-isolation leads to changes in Malaysian consumer behavior. Social isolation, instructions, and uncertainty about the future, people's eating habits may change which can cause people's fears to become uncontrollable and may have diverse effects on eating habits. This can be evidenced by the 30% increase in food delivery orders in Malaysia indicating that self-isolation may be the cause of the e-commerce trend. This forced consumers to eat at home, which resulted in an increase in online sales for the food and beverage sector.

There are also opinions saying there are two different buying habits. First, during Covid-19 (a new trend), social media and mainstream media affected the severity of the crisis but it did not significantly affect the shopping experience of Malaysian consumers. Second, the feeling of fear, or FOMO (fear of missing out) has a huge impact on the shopping habits of Malaysian consumers. The surge in uncertainty has resulted in unorganized and irrational consumer behavior, which has had a major impact on consumer behavior around the world

including in Malaysia as a result of the Covid-19 pandemic. This may cause consumers to make hasty purchases due to their stress and confusion during the decision-making process.

Besides that, changes in customer behavior during the Covid-19 pandemic where people are more likely to follow the recommendations of their peers or friends than those made by scientific or administrative institutions. There is a conflicting opinion with the survey, which says the behavior of Malaysian consumers has changed as a result of their attitude towards, trust and confidence in the government's plan to contain the pandemic.

Additionally, technology's ability to turn wants into needs has a major impact on how new habits, such as internet shopping, are formed. There is a general recognition among the general consumer and business community during Covid-19 that digital technology can be useful in facilitating the daily tasks we face every day. Even the importance of technology in shopping, especially e-commerce has led to certain consumer behavior during Covid-19. This can be proven by the fact that there are 43% of those involved in internet shopping since the start of Covid-19, up from 12% before the pandemic.

Therefore, this study can identify that there are several themes that are consistent with the objectives of this study. First of all, the theme of Covid-19. This can be explained when the country was hit by the Covid-19 pandemic, the people were instructed by the government to sit at home. This results in customers making online purchases using e-commerce platforms. Additionally, a theme that parallels the objective is the theme of customer behavior. This is because the results of the study found that there are several factors that influence customer behavior such as anxiety about the lack of goods sold which causes panic buying, social withdrawal and locking, self-isolation, peer influence and the use of technology.

Based on the discussion above, it was found that the objective was to examine customer behavior during Covid-19 in Malaysia. Thus, the results of the discussion above can be summarized through Table 4.2.

Table 4.2: Customer Behavior during Covid-19 in Malaysia

Customer Behavior during Covid-19 in Malaysia	Author
In Malaysia, after the Prime Minister announced Phase 1 of the Movement Control Order (MCO) from 18 March to 1 April 2020, the Malaysian public went into panic and frenzy.	Kaur et al., 2020
That governments may have difficulty disseminating pandemic-related recommendations through the media due to people's low trust in media organizations but with an increase in trust in this information source, fears about food availability and panic-stricken food-buying behaviors are more likely to occur.	Zychowicz et al., 2020
Identified four major elements that lead to panic buying which are perception, fear of the unknown, coping behavior, and social psychology.	Yuen, 2020
Assert an associated statement that personal disruptive events may also be linked to panic buying and psychological disorders such as post-traumatic stress disorder, anxiety disorders, panic disorder, social phobia, agoraphobia, and other forms of buying behavior disorder, in which panic and terror have connected symptoms like compulsive buying.	Lins and Aquino, 2020

<p>The fear of a lack of goods sold influences the purchasing behavior of consumers and its effects on the shopping experience during the first phase of MCO in Malaysia.</p>	<p>Kaur et al., 2020</p>
<p>The results of the present study confirmed the association between perceived stress and both fear of limited access to food and purchasing larger than usual amounts of food.</p>	<p>Zychowicz et al., 2020</p>
<p>Mass media and social media are primarily responsible for amplifying the causes of fear, which has a domino effect on consumer behaviour.</p>	<p>Kaur et al., 2020</p>
<p>State increased access to information provided by social media and the global spread of the coronavirus have made panic buying an unprecedented global phenomenon.</p>	<p>Lins and Aquino, 2020</p>
<p>Social withdrawal and lockdowns during the Covid-19 pandemic significantly altered consumer behavior and produced new habits and that is in line with the research, which found that customers everywhere were developing new buying habits and ways of looking for products and brands.</p>	<p>Nair et al., 2022</p>
<p>According to a Malaysian survey, 85% of Malaysian customers now wash their hands or use hand sanitizer more regularly than they did in the past, which helps to explain changing habits.</p>	<p>Nair et al., 2022</p>
<p>that as a result of the Covid-19 pandemic, as well as the lockdown and social distancing mandates, consumers are learning to modify and develop new habits as a result of the disruption to their buying habits as well as their shopping habits.</p>	<p>Sheth, 2020</p>

Self-efficacy has a direct impact on a person's buying behavior to purchase healthcare and hygiene products because those with greater levels of self-efficacy are more likely to practice preventive behaviors like hand washing and wearing masks.	Nair et al., 2022
Consumers' priorities have changed from cheap goods and services to health and safety.	Gu et al., 2021
Self-isolation helps in the containment of Covid-19, whose self-isolation led to a change in Malaysian consumer behavior, with more people shopping and cooking at home.	Nair et al., 2022
Due to social isolation, directives, and uncertainty about the future, people's eating habits may change as a result which may cause people's fears to grow uncontrollable and may have diverse effects on eating habits.	Zychowicz et al., 2020
That a 30% increase in meal delivery orders in Malaysia suggests that self-isolation may be the cause of the e-commerce trend.	Nair et al., 2022
During the lockdown, the majority of consumers were compelled to eat at home, which resulted in a rise in online sales for the food and beverage sector.	Gu et al., 2021
Revealed two distinct purchasing habits. First, during Covid-19 (the new trend), social media and mainstream media had an impact on the crisis' severity but it did not significantly affect the Malaysian consumers' shopping experience. Second, the fear feeling, or FOMO (fear of missing out) has a significant impact on Malaysian consumers' spending habits.	Kaur et al., 2020

<p>A spike in uncertainty has resulted in irregular and irrational consumer behavior, which has had a significant impact on consumer behavior across the globe including in Malaysia as a result of the Covid-19 pandemic.</p>	<p>Loxton et al., 2020</p>
<p>When it comes to consumer behavior during a crisis as well as the Covid-19 pandemic, this phenomenon feeds societal worries since people are more likely to follow the recommendations of their peers or friends than those made by scientific or governing institutions.</p>	<p>Loxton et al., 2020</p>
<p>According to the survey, Malaysian consumers' behavior has changed as a result of their attitudes toward, faith in, and trust in the government's plan to contain the pandemic.</p>	<p>Dali et al., 2020</p>
<p>Technology's ability to convert wants into requirements has a big impact on how new habits, like internet buying, are formed.</p>	<p>Sheth, 2020</p>
<p>There was a general recognition among the general consumer and the business community during Covid-19 that digital technology can be useful in simplifying the everyday tasks that we face every day.</p>	<p>Dali et al., 2020</p>
<p>The importance that technology plays in shopping, particularly e-commerce has led to particular consumer behavior during Covid-19. In fact, 43% of all respondents had engaged in internet shopping since the start of Covid-19, up from 12% prior to the epidemic.</p>	<p>Nair et al., 2022</p>

4.3 The Impact of Covid-19 on E-commerce Trends in Malaysia

The Covid-19 pandemic had drastically transformed traditional shopping, and it was likely to force people to adopt new norms practices. It is a challenging situation that affects global e-commerce trends (Nakhate & Jain, 2020; Whiteford, 2020). Kee et al. (2021) argued that Covid-19 creates an opportunity for some businesses to improve their performance. The Covid-19 pandemic has speeded up Malaysia's e-commerce growth as more people are switching from traditional offline to online shopping (GlobalData, 2020; Export.gov, 2019). This is also linked to the Ministry of Domestic Trade and Consumer Affairs (2020) which stated that there was a 9.3 percent growth in e-commerce value beginning in April 2020 and 79,274 SMEs benefited from e-commerce sales in the first two quarters of 2020. Global Data (2020) also mention that the e-commerce market in Malaysia is anticipated to grow by 24.7% in 2020. Export.gov (2019) also stated that Malaysia's e-commerce sector surged by 37% compare to the pre-covid era.

According to Hasanat et al. (2020), popular grocery apps like Tesco, Lazada, and Shopee experienced a sharp increase in daily downloads at the end of February. This fact is supported by Statista (2020) where the survey's Rakuten Insight revealed that 34% of participants said the pandemic led them to make more online purchases. Research carried out by Jaafar (2020) also stated that 73% of Malaysians claimed that the Covid-19 pandemic outbreak had improved their attitudes towards online shopping. The e-commerce industry has grown as a result of the Covid-19 pandemic in Malaysia. According to a survey by Morgan (2020), smartphones have overtaken desktops (42%) and tablets (6%), becoming Malaysia's most popular method of accessing online stores. Customers now have access to a wide range of products that they can safely buy online from their own homes.

The improvements in technology and internet services have contributed to the growth of Malaysian e-commerce during the pandemic (Marcom, 2020). Luo et al. (2011) also stated that because of upgrades in internet technology, e-commerce has increased and logistics operations are more cost effective caused by decreased costs and delays. A study by Kartiwi et al. (2018) mention that the widely adoption of e-commerce in SMEs makes it possible to plan competitive strategies for cost savings while enhancing relationships with suppliers and partners. The Department of Statistics Malaysia (2021) reports that the rise in online shopping has caused an increase in the demand for courier services exported during this pandemic. This is supported by Mazlan (2021), who argues that there are now more logistics related needs as a consequence of the increased growth of e-commerce businesses in their network infrastructure. He also argued that most logistics companies struggle to meet demand due to the extremely high demand brought on by the buying of goods through an e-commerce platform. Additionally, the company has few storage facilities which delays delivery. Liu et al (2013) also support that improvements in e-commerce will have a major effect on logistics or courier services, which allowing suppliers to continue using courier services as per their contract.

Based on the findings above, there are several views on the impact of Covid-19 on e-commerce trends. First, the impact of Covid-19 on e-commerce trends may create opportunities for some businesses to improve their performance. Also, due to the Covid-19 Pandemic many people are switching from traditional offline shopping to online shopping. Thirdly, Malaysia's e-commerce growth during the pandemic is due to improvements in internet technology and services. Furthermore, when there is an increase in online shopping then this will cause the demand for courier services to be exported during this epidemic. Finally, popular retail apps such as Tesco, Lazada and Shopee saw a sharp increase in daily downloads at the end of February.

Next, as a result of reduced costs and delays, where improvements in internet technology, e-commerce has increased and logistics operations are more cost-effective. Meanwhile, the widespread use of e-commerce in SMEs makes it possible to plan competitive strategies for cost savings while improving relationships with suppliers and partners. This can be proven when the increase in online shopping has led to an increase in the demand for courier services exported during this epidemic. In addition, there are more logistics-related requirements as a result of the increased growth of e-commerce businesses in their network infrastructure. Even most logistics companies are struggling to meet the demand due to the very high demand caused by the purchase of goods through e-commerce. Additionally, the company has several storage facilities that delay shipments. Finally, improvements in e-commerce will have a significant impact on logistics or courier services, which will allow suppliers to continue using courier services according to their contracts.

In addition, researchers also found some statistics on e-commerce trends during the Covid-19 pandemic, among which there was a 9.3 percent growth in e-commerce value starting in April 2020 and 79,274 SMEs benefiting from e-commerce sales in the first stage two quarters of 2020. In addition, Malaysia's e-commerce sector jumped by 37% compared to the pre-covid era. In addition, there are 73% of Malaysians claiming that the outbreak of the Covid-19 pandemic has increased their attitude towards online shopping. Finally, there were 34% of participants who said the pandemic caused them to make more purchases online.

This study can identify some themes that are consistent with the objectives of this research. First of all, the Covid-19 theme. This theme is in line with the objective because it can create opportunities for some online businesses. In addition, the theme that is in line with this objective is the theme of e-commerce trends. This can be stated that the effect of the Covid-19 pandemic caused the trend of e-commerce in Malaysia to increase. The third theme that is consistent with the objective of the study is the theme of e-commerce services. This is because

e-commerce services have an impact on the increased demand for exported courier services. Furthermore, the theme of marketing information. This shows that customers use smartphones to obtain marketing information, such as essential goods only online using e-commerce applications such as Shopee and Lazada. The last is the theme of customer behavior. This is because when there is a pandemic, customers change their purchasing method to online purchasing.

Based on the discussion above, it was found that the objective was to conclude the impact of Covid-19 on e-commerce trends in Malaysia. Thus, the results of the discussion above can be summarized through Table 4.2 below.

Table 4.3: The Impact of Covid-19 on E-commerce Trends in Malaysia

The Impact of Covid-19 on E-commerce Trends in Malaysia	Author
The Covid-19 pandemic had drastically transformed traditional shopping, and it was likely to force people to adopt new norms practices. It is a challenging situation that affects global e-commerce trends.	Nakhate & Jain, 2020; Whiteford, 2020
Covid-19 creates an opportunity for some businesses to improve their performance.	Kee et al., 2021
The Covid-19 pandemic has speeded up Malaysia's e-commerce growth as more people are switching from traditional offline to online shopping.	GlobalData, 2020; Export.gov, 2019
There was a 9.3 percent growth in e-commerce value beginning in April 2020 and 79,274 SMEs benefited from e-commerce sales in the first two quarters of 2020.	Ministry of Domestic Trade and Consumers Affairs, 2020

The e-commerce market in Malaysia is anticipated to grow by 24.7% in 2020	Global Data, 2020
Malaysia's e-commerce sector surged by 37% compare to the pre-covid era.	Export.gov, 2019
Popular grocery apps like Tesco, Lazada, and Shopee experienced a sharp increase in daily downloads at the end of February.	Hasanat et al.,2020
Rakuten Insight's survey revealed that 34% of participants said the pandemic led them to make more online purchases	Statista, 2022
That 73% of Malaysians claimed that the Covid-19 pandemic outbreak had improved their attitudes towards online shopping. The e-commerce industry has grown as a result of the Covid-19 pandemic in Malaysia.	Jaafar, 2020
Smartphones have overtaken desktops (42%) and tablets (6%), becoming Malaysia's most popular method of accessing online stores. Customers now have access to a wide range of products that they can safely buy online from their own homes.	Morgan, 2020
The improvements in technology and internet services have contributed to the growth of Malaysian e-commerce during the pandemic	Marcom , 2020
Because of upgrades in internet technology, e-commerce has increased and logistics operations are more cost effective caused by decreased costs and delays	Luo et al., 2011

The widely adoption of e-commerce in SMEs makes it possible to plan competitive strategies for cost savings while enhancing relationships with suppliers and partners.	Kartiwi et al., 2018
The rise in online shopping has caused an increase in the demand for courier services exported during this pandemic.	The Department of Statistics Malaysia, 2021
There are now more logistics related needs as a consequence of the increased growth of e-commerce businesses in their network infrastructure. He also argued that most logistics companies struggle to meet demand due to the extremely high demand brought on by the buying of goods through an e-commerce platform. Additionally, the company has few storage facilities which delays delivery.	Mazlan, 2021
Improvements in e-commerce will have a major effect on logistics or courier services, which allowing suppliers to continue using courier services as per their contract.	Liu et al., 2013

4.4 A Network View of E-commerce Trends during Covid-19 Pandemic in Malaysia

Atlas.ti is a qualitative research tool for coding and analyzing transcripts and field notes, making literature reviews, network diagrams, and data visualization. Thus, the discussion above can be explained through the network view in Figure 4.1 which was created using Atlas.ti.

The network view below uses numerous articles from google scholar as resources which related to the discussion above. Besides, the main codes in this Atlas.ti network view are comprised of knowledge, customer behavior, and the impact of Covid-19. There have straight lines which means a strong connection with each other. While the break lines mean they have a weak connection. Furthermore, the type of layout in this network view is random to ensure the diagram shows a systematic and clear structure of every connection. There are seven points obtained from four articles categorized under the code of knowledge. Besides, under the code of customer behavior, it is found that there are eight related points acquired from the two articles. Then, it can be identified there are six points categorized under the code of impact of Covid-19 which was obtained from three article.

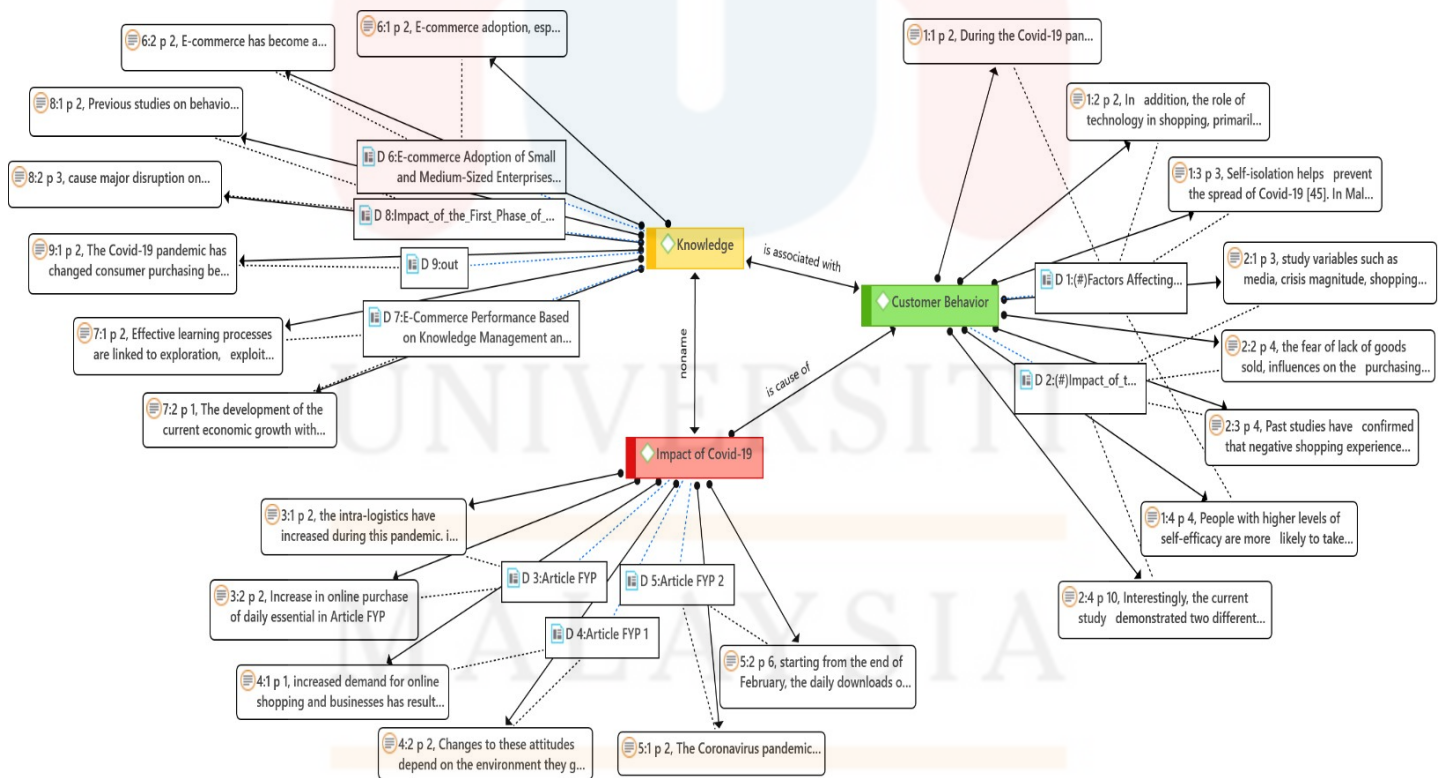


Figure 4.4 : A Network View of E-commerce Trends during Covid-19 Pandemic in Malaysia

4.5 Conclusion

In this chapter, the researcher explains the findings about the objectives of this study which findings about the knowledge on e-commerce trends respond to the pandemic, customer behavior during Covid-19 in Malaysia and the impact of Covid-19 on e-commerce trends in Malaysia. Next, the researcher makes a comparison between the objective and the research theme to be aligned. Finally, the researcher draws conclusions in the table based on the findings in this chapter.

CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

In this study project, the fifth chapter is the conclusion, in which the findings of the preceding chapters will be discussed. This chapter is split into three major parts. The introduction should come first, followed by the primary results, which should be explained with a compressed and summarised version of the findings. Second, some observations and recommendations on this research study and its implications. Thirdly, the future research that is appropriate for this field research study, and finally, a conclusion will be drawn about everything that has been discussed in this chapter.

5.1 Summary of Research Findings

The research identified three qualitative findings for the e-commerce trends during Covid-19 pandemic in Malaysia. The results that are highlighted are based on document analysis from journals, official websites and online news portals to get a deeper understanding of this research. The objectives, questions, research methodology and findings are listed in the table below.

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Table 5.1 : Summary of Research Findings

Research Objectives	Research Questions	Research Method	Findings
To identify knowledge on e-commerce trends respond to the pandemic	How does the knowledge of e-commerce trends respond to the pandemic?	Document analysis	Knowledge, entrepreneurship and innovation are acknowledged as being essential for economic progression. The chance to highlight problems with the market current structure and take proactive steps to better understand also satisfy customer preferences.
To examine customer behavior during Covid-19 in Malaysia	To what extent does customer behavior during Covid-19 in Malaysia?	Document analysis	Consumer purchasing behavior and the shopping experience during the first phase of MCO in Malaysia are both influenced by consumer fear of a shortage of goods sold.
To conclude the impact of Covid-19 on e-commerce trends in Malaysia	To what extent the impact of Covid-19 on e-commerce trends in Malaysia?	Document analysis	The Covid-19 pandemic has speeded up Malaysia's e-commerce growth as more people are switching from traditional offline to online shopping.

5.2. Implication of The Study

As a result of the findings of this study, there are several implications of this study, including the following:

5.2.1 Customers

Customers have a wide range of options and the ability to compare prices, quality, and services. With that, clients can satisfy their needs and make the best decision. Online buying, or e-commerce, has a number of benefits over other types of enterprises. With services like this e-commerce, users or purchasers have more possibilities and can engage in overly excessive buy and sell activities.

5.2.2 Merchants

E-commerce allows for the elimination or reduction of costs associated with renting warehouse space, insurance, leasing fees, quality control, and other forms of storage in the transfer of goods and services. Additionally, merchants can interact with clients directly rather than merely gathering information and responding immediately and online. In this manner, you may immediately address all of the flaws. This expedites the process of changing policies and plans. Lastly, the ability to advertise and market products or services across borders is made possible by e-commerce, which leverages the internet.

5.2.3 Manufacturer

Producers and manufacturers easy to get the latest information with the use of technology. This allows companies to send marketing messages and product information to consumers via the internet. Even the accuracy of the information allows the manufacturer to make the right decision that will bring profit to the company.

5.2.4 Policy Makers

The government needs to provide support related to legal aspects that are not burdensome, simple and consistent. Regulations should be transparent and protect rights, property and control fraud. Where this policy helps combat fake trading websites that cause users to not get the ordered item even though payment has been made. In addition, policy makers can amend and enact e-commerce laws from time to time to adapt to current conditions to develop e-commerce transactions more easily and efficiently.

5.2.5 Country

A large market will be made available in Malaysia as the e-commerce trend grows. Whereby local business owners now have the chance to market their goods both domestically and internationally due to borderless transactions. Trade between countries has also been boosted by borderless transactions. Last but not least, cross-border transactions encourage the flow of cash into the country and the expansion of its economy.

5.3 Contribution of The Study

As a result of the findings of this study, a number of groups will be able to benefit from the results, including the following:

5.3.1 Researchers

This study will help the researcher in their future studies. The information provided in this research will widen the scope of understanding of the researcher in certain related aspects. So, they can upgrade the important finding and review based on the evaluation made using the details in this research. After that, the researcher also can make a clear and explicit explanation in their studies as the relationship can be taken from this research.

5.3.2 Government

Undeniably, the government always needs to implement actions in order to provide betterment in many aspects including in terms of economics in Malaysia. So, this research probably can help as a guide for the government in making the right decision to provide any help that is in line with the needs of the people in the condition of this Covid-19 pandemic. The government can play its role better by having the important information from this research to reflect the actual condition of the community so that they can implement the right and precise strategies in administering the community towards positive progress.

5.3.3 Economists

The economist can use this useful research to help them make the evaluation and provide the precise report, charts, and so on over the nowadays economic trends that also involve the e-commerce rate in Malaysia. So, this research contributes to the ease for them as they get the important finding related to their field. Hence, this will lead to better references made by economists to all the people.

5.3.4 Communities

The change in trends of the economy from time to time like in terms of e-commerce should be known and understood by all communities as they need to go through life in line with the new structure and system of how the economy works. This study helps them to realize about the Covid-19 pandemic had caused many jobs to be stopped, and there are other alternatives to the offline job which is e-commerce as one of them. So, this research will help the community to understand the e-commerce trend during Covid-19 and lead them to take the right action to continue the business for the income to support their lives.

5.3.5 Online Entrepreneurs

This research can be said as quite important for online entrepreneurs as the reflection of the current economic situation. By understanding the limited condition faced by the community, online entrepreneurs can innovate the social media or their e-commerce platform setting and features to match the consumer demand regarding the situation and to solve the problems related to the products and service accessibility and delivery. Thus, by knowing the Covid-19 impact on the current economic environment, they can implement the supposed steps and efforts and will be not left behind in business as they approach the opportunity at the right time.

5.4 Limitations of the study

The difficulty in obtaining data and sources that might be used to finish this research was one of the biggest obstacles the researchers experienced while working on this case study. As an added complication, the researchers have a hard time doing analyses using the full version of atlasti. The researchers also had to endure a day when the campus area was flooded, which slowed down the pace of our work.

5.5 Recommendations

The purpose of this research is to investigate the E-commerce Trends During Covid-19 Pandemic In Malaysia. In the future , it is advised that the researchers have the option of conducting their investigations within the scope of Southeast Asia, Asia, the Islamic world, or the whole globe.

In addition, the researcher used a qualitative methodology to identify knowledge, Customer behaviour, and the impacts of Covid-19 on E-commerce Trends in Malaysia. The next step is to make the suggestion that potential study may be conducted via the use of a quantitative research strategy that is organised around the scientific method.

The formation of a hypothesis may then be accomplished via the use of a quantitative technique by having three hundred individuals fill out questionnaires.

The data analysis method that is the details explain the methodology used, and in this work, the researchers employ theme analysis and ATLAS.ti as the tools for coding and analysing transcripts. Additionally, the data analysis method that is the details explain the approach used. The Statistical Package for the Social Science, often known as SPSS, is a useful instrument for doing data analysis, and it may be used to carry out the research if it is followed. You are able to carry out a variety of analyses by using SPSS software. Some of these include non-parametric testing, descriptive statistics, reliability testing of scales, and others. Last but not least, SPSS makes it possible to deal with massive volumes of data, making use of bigger samples and including more factors.

5.6 Conclusion

Based on the first findings, which is the Knowledge on E-commerce trends respond to the pandemic. The usage of information technology has increased in developing nations as well (Bozer& Jones, 2018). Consequently, as the usage of information technology is enhanced, it becomes easier for small and medium-sized firms to conduct commercial procedures. Moldabekova (2021) has stated greater management awareness of e-commerce adoption enhances the possibility of a firm dedicating managerial, financial, and technical resources to embrace e-commerce technology. Innovation, entrepreneurship, and knowledge are known to be the key to economic growth and competitiveness (Pineiro, Lopez, Romero & Perez, 2020). So, using e-commerce can help businesses do well because most people are on their cell phones even when there is a lockdown. According to Purnamasari (2020) E-commerce can give most businesses, especially small and medium-sized (SMEs) businesses, an important competitive edge.

According to the second findings, Customer Behavior during Covid-19 in Malaysia. There are a number of customer behaviours during Covid-19 in Malaysia. This can be explained when the country is in a Covid-19 pandemic, people are instructed by the government to stay at home. In addition, mass media and social media are primarily responsible for amplifying the causes of fear, which has a domino effect on consumer behavior. Based on Kaur et al (2020) that the current investigation revealed two distinct purchasing habits. First of all, the theme of Covid-19. The study also discovered that during a crisis or pandemic like the Covid-19, people are more willing to heed advice from their peers or friends than from authorities. Kaur et al. Additional research findings indicate that the Covid-19 epidemic drastically altered consumer behaviour due to social withdrawal and lockdown.

In the third findings, The Impact of Covid-19 on E-commerce trends in Malaysia. Kee (2021) argued that Covid-19 creates an opportunity for some businesses to improve their performance. First, the impact of Covid-19 on e-commerce trends may create opportunities for some businesses to improve their performance. First of all, the Covid-19 theme. Based on the findings above, there are several views on the impact of Covid-19 on e-commerce trends. The Covid-19 pandemic had drastically transformed traditional shopping, and it was likely to force people to adopt new norms practices. The e-commerce industry has grown as a result of the Covid-19 pandemic in Malaysia. This can be stated that the effect of the Covid-19 pandemic caused the trend of e-commerce in Malaysia to increase. In addition, there are 73% of Malaysians claiming that the outbreak of the Covid-19 pandemic has increased their attitude towards online shopping.

As a result , it is abundantly obvious that the use of e-commerce during the pandemic may continue and even boost economic outcomes. The performance of businesses therefore improves as a result of a growth in the number of merchants that utilise e-commerce platforms as a location to market their items.

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