

" Adapting to the New Normal: E-Commerce and the Evolution of Consumer Behavior in the Pandemic Era and Beyond" - Mohamed Reda SOLTANI

Adapting to the New Normal: E-Commerce and the Evolution of Consumer Behavior in the Pandemic Era and Beyond



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Abstract:

As the global community grapples with the widespread impact of the Coronavirus, nations around the world have instituted measures to both combat the virus and navigate the intricate balance between public health and economic considerations. Concurrently, the Corona pandemic has significantly reshaped consumer purchasing behavior, acting as a catalyst for the accelerated adoption of e-commerce. This transformative shift not only reinforced the tenets of fair trade but also bestowed consumers with unprecedented freedom to choose products from a diverse array of offerings presented on online platforms. This article seeks to comprehensively analyze the multifaceted impacts of the pandemic on the global e-commerce landscape and consumer behavior, examining the evolving state of electronic commerce during the COVID-19 period, both globally and within the specific context of Algeria. Furthermore, it aims to explore how these changes may continue to shape the trajectory of e-commerce and consumer preferences beyond the immediate challenges posed by the pandemic...

Keywords: E-commerce, pandemic, internet, behavior, consumption

المخلص:

مع انتشار العالم لوباء فيروس كورونا، بدأت معظم دول العالم في اتخاذ تدابير لمواجهة تفشي هذا الوباء وتحاول في الوقت ذاته تحقيق توازن حساس بين الصحة العامة والاعتبارات الاقتصادية. في سياق مماثل، أثرت جائحة كورونا بشكل كبير على سلوك شراء المستهلكين بشكل متزامن مع تشجيعها للانتقال نحو التجارة الإلكترونية. هذا التحول لم يقوّي فقط مبادئ التجارة العادلة، بل منح المستهلكين حرية فائقة في اختيار المنتجات من بين مجموعة متنوعة من العروض المقدمة عبر المنصات الإلكترونية. يهدف هذا المقال إلى تحليل بشكل شامل تأثيرات الجائحة على المشهد العالمي للتجارة الإلكترونية وسلوك المستهلك، مركزاً بشكل خاص على التطورات في حالة التجارة الإلكترونية خلال فترة جائحة كوفيد-19، سواء على مستوى عالمي أو في سياق الجزائر. وبالإضافة إلى ذلك، يهدف المقال إلى استكشاف كيف يمكن أن تستمر هذه التغييرات في تشكيل مسار التجارة الإلكترونية وتفضيلات المستهلكين ما بعد التحديات الفورية التي فرضتها الجائحة.

الكلمات المفتاحية: التجارة الإلكترونية، الجائحة، الانترنت، السلوك، الاستهلاك

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Introduction:

Before the emergence of Corona, it was estimated that e-commerce traffic would grow by 25 percent annually in the countries of the Arab region, to exceed \$ 28 billion until the end of the year.

E-commerce has achieved many gains in light of the Corona epidemic, as everyone resort to electronic services and new tools that allow them to adapt to the exceptional circumstances currently prevailing due to the spread of the new Corona virus, which obligated about a billion people around the world to stay in their homes, as well as causing it to collapse Stocks and the difficult situation of companies, which will leave a severe economic impact that may be followed by major transformations in the world, the biggest beneficiaries of which will be - it seems - some technology sector and Internet companies.

The pandemic has changed shopping methods, especially with the increase in online purchases under quarantine. From here comes the following problematic: What is problematic: How has the Corona pandemic affected customer behavior?

To achieve this goal, the descriptive and analytical approach has been relied upon, which is based on collecting data and information on the topic, then classifying, arranging and finally analyzing them, in order to reach results that can be generalized.

- The article was divided according to the following scheme:
- The concept of e-commerce
- E-commerce and the pandemic
- Algerian e-commerce in pandemic time
- What Next!
- Conclusion

1- THE CONCEPT OF E-COMMERCE

There have been many definitions of e-commerce, some of which tend to be narrow and some of them tend to expand, and the most important of which are as follows:

E-commerce includes the exchange of products and services via an electronic medium, i.e. the Internet, and according to the World Trade Organization, it contains various activities of production, distribution, marketing, sale, or delivery of goods and services to the buyer through electronic media.(Wienclaw, 2013)

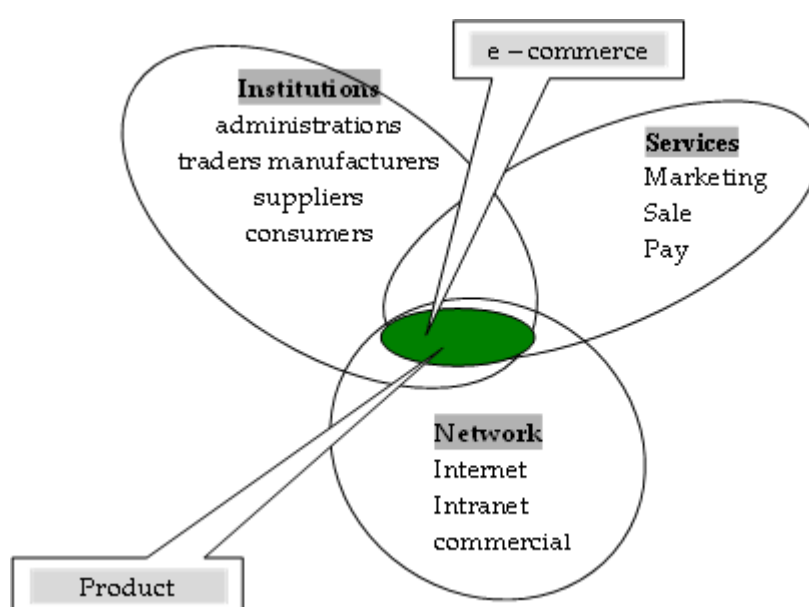
According to this definition, commercial transactions include three forms of operations: searching for the product, ordering the product, and delivering the product.

Some economists believe that electronic commerce is the use of means of communication and information between commercial parties to complete business and deals and this is through information communication, market service and virtual projects.(Kosiur, 1997, p. 05)

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Some believe that e-commerce, in addition to what has been mentioned, gives fundamental flexibility to electronic networks. E-commerce has given new opportunities to all those who regulate and manage commercial activities as well as to exploit digital information within the framework of commercial activity, and it also facilitates cooperation between different business groups, so that It can be a service that distributes information within an organization with the goal of developing a marketing strategy (see the following figure).

Figure N ° 2. E-Commerce components



Source : David Kosuir, comprendre le commerce électronique, 2ème tirage (Québec : Microsoft press, 2000),p.05

1.1- E-commerce patterns:

The parties involved in e-commerce can be identified by three parties: consumers, institutions and government departments, and accordingly, the following patterns of e-commerce can be determined. (Belfatimi, 2015)

1.1.1. Interactions between, institutions - institutions (Business to Business):

According to this pattern, trade takes place between partners, in which the company submits purchase orders to suppliers, receives invoices, makes payments, payments, financial pledges ... etc.

Business-to-business e-commerce, which is an abbreviation for e-commerce between companies, and this means selling goods or services between businesses through an online sales

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portal. Generally, it is used to improve the efficiency and effectiveness of a company's sales efforts. Instead of taking orders using (commercial) human resources manually - by phone or email - orders are received digitally, reducing overhead and speeding up the business process. (Berman, 2018)

1.1.2. Business to Consumer:

The acronym "B2C" means "business to consumer," that is, business relationships between businesses and consumers. This also includes all company communication with potential or existing private customers, i.e. consumer-oriented marketing. If a company's products or services are aimed at other companies, i.e. business customers, this falls under the B2B (Business-to-Business) category. (Kumar & Raheja, 2012)

1.1.3. Business to Government:

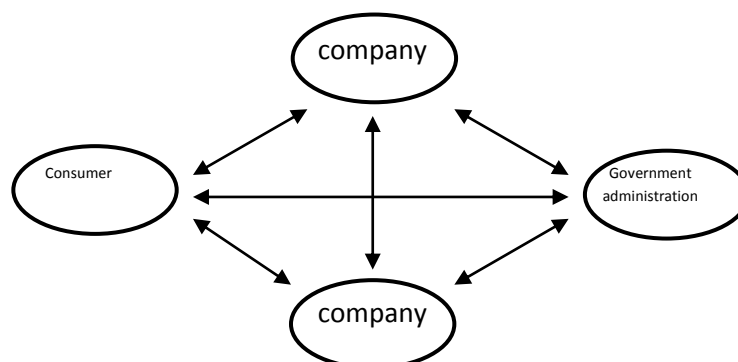
Business-to-government (B2G), also known as business-to-administration (B2A), refers to trade between the business sector as a supplier and a government agency as a customer. Public sector organizations generally publish tenders in the form of requests for proposals, enquiries, price requests and sought-after sources, to which private suppliers respond. Corporate-to-government networks provide a platform for companies to bid on government opportunities that are presented in the form of solicitations, in the form of requests for proposals, through a reverse auction. (Purchase et al., 2009)

1.1.4. Consumer to Government:

The C2G, short for Consumer to Government E-commerce business, allows consumers to provide feedback or request information about public sector government authority. When you pay an electricity bill through the government website, it is a preferred business model of e-commerce. As a result, the C2G business model allows consumers to reach higher authorities without going around in circles. (Tsiakis & Sthephanides, 2005)

The previous patterns can be summarized in the following Fig:

Figure N ° 2. E-Commerce patterns



Source : (Belfatimi, 2015)

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1.2- E-commerce and consumer democratization

E-commerce has eliminated geographical boundaries through extensive coverage of the telecommunications network, and even small companies can be present in international markets. The fast, simple and easy excellence of e-commerce has made businesses reduce the costs of transactions (marketing, advertising ... by improving the flow of information, increasing business coordination and providing the time and place required to perform transactions.

E-commerce also expands the market, accesss markets worldwide and achieves conditions of full competition, allowing for direct and close relationships between companies and their partners. Given these important roles for e-commerce, According to e-commerce statistics of 99Firms for 2020, the e-commerce market is not only thriving, but it is expected that more than 95% of all purchases will be made via e-commerce by 2040. (Ecommerce Statistics 2021 | 99firms.Com, s. d.)

2- E-COMMERCE AND THE PANDEMIC

2.1- What Is a Pandemic?

In the 17th and 18th centuries, the terms "epidemic" and "pandemic" were used vaguely and often interchangeably in various social and medical contexts. The first known use of the word pandemic, in 1666, referred to "Pandemick, or Endemick, or rather a common disease (a disease that still prevales the country).(Harvey, s. d., p. 03) Two centuries later, in 1828, the first edition of epidemiologist and lexicographer Noah Webster listed Pandemic and Pandemic's Dictionary as synonym terms. Webster, who lived through the 1789-1790 influenza pandemic and was the only major American influenza event in his life, refers in his dictionary only to pandemic influenza and not to pandemic influenza.(Webster, 1869) Thus, at the beginning of the 19th century, the term pandemic, when used as a noun, had become the accepted term for what we now call both a pandemic and a pandemic, with the term pandemic becoming increasingly neglected.(Morens et al., 2009)

However, with the development of societies, so were the patterns of disease and scientific understanding of how diseases spread. The industrial revolution brought millions of people to urban centers, while cut-off ships and steam locomotives dispersed increasing numbers of people on a large scale, even globally. The cholera pandemic of 1831-1832 marked the first time that the global spread of an internationally transmitted disease was widely drawn into the popular press, day after day, for more than a year as it progressed relentlessly from Asia towards Europe via travel and trade routes. The discovery of the bacterial causes of diseases led to the emergence of vaccines and antibodies and the widespread distribution of diagnostic tests to study and monitor diseases in their sources. Under the umbrella of epidemics, the idea of a pandemic began to take shape before any specific meaning of the weak term was associated with it. When the influenza pandemic appeared in 1889, the concept of pandemic already existed. The term, which was vague, inaccurate and rarely used for some reason - possibly due to the observed explosion of influenza and the accurate traceability of its rapid global spread in 1889 was recovered from near-obscurity and linked to the observed global emergence of influenza. Shortly thereafter, the term pandemic entered into general use. (Clemow, 1894)

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Today now we have the Corona pandemic that spread in the world with the year 2019, which changed many concepts and behaviors in human life, The COVID-19 pandemic, also known as the coronavirus pandemic, is an ongoing pandemic of coronavirus disease 2019 (COVID-19) caused by Coronavirus 2 (SARS-CoV-2). He was first recognized in December 2019 in Wuhan, China. The World Health Organization declared a public health emergency epidemic of international concern in January 2020 and a pandemic in March 2020. As of 30 January 2021, more than 102 million cases had been confirmed, with more than 2.21 million deaths attributed to COVID-19 (Reuters Staff, s. d.), this epidemic forced individuals to stay at home and restricted their movement, which required the exploitation of digital transactions to overcome these restrictions in order to fulfill various needs, especially essential goods.

2.2- E-Commerce in the Pandemic

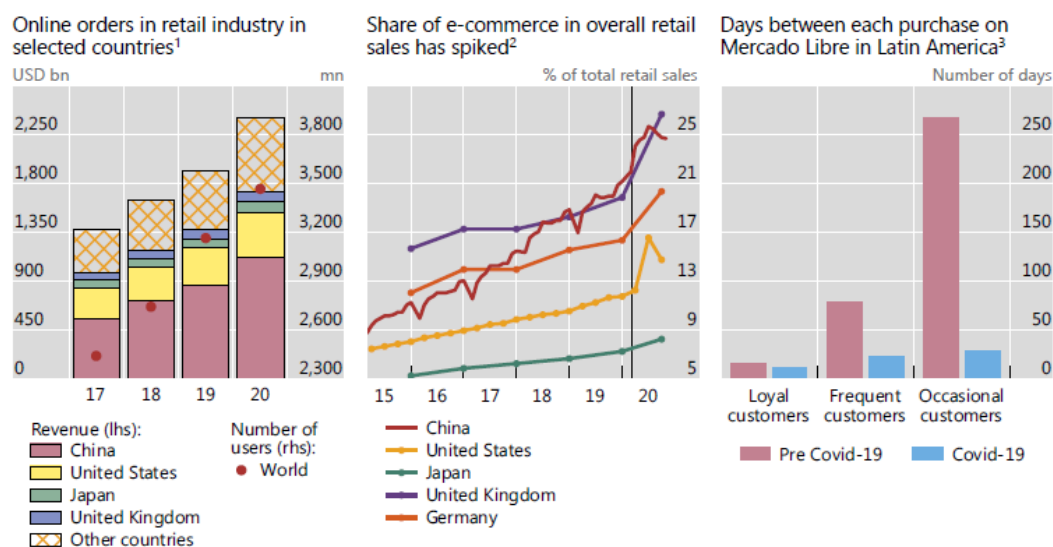
Before the emergence of Corona, it was estimated that e-commerce traffic would grow by 25 percent annually in the countries of the Arab region, to exceed \$ 28 billion until the end of the year. As e-commerce has achieved many gains in light of the Corona epidemic, as everyone turns to electronic services and new tools that allow them to adapt to the exceptional circumstances currently prevailing due to the spread of the new Corona virus, which obligated about a billion people around the world to stay in their homes, as well as causing it to collapse Stocks and the difficult situation of companies, which will leave a severe economic impact that may be followed by major transformations in the world.(EL Hachemi, 2020)

Major online shopping sites recorded an increase in orders, while consumers moved under quarantine to buy necessary materials via the Internet, and global stock exchanges witnessed the decline of the shares of the American distribution giants "Amazon" and "Walmart", but the latter later returned, and rose by 23% Amazon shares also rebounded again, and the company said: "We notice an increase in online purchases, which led to the depletion of stocks of some basic household items and medical supplies."(EL Hachemi, 2020)

When the Covid-19 pandemic intensified, online shopping had been on a regular basis since 2017, until e-commerce revenues rose from \$ 1.4 trillion to \$ 2.4 trillion, or about 2.7% of global output (figure 03, left panel). The latest recent statistics indicate that 3.5 billion people worldwide (about 47% of the population) use e-commerce platforms on a daily basis. As China is the largest market after the United States, Japan, the United Kingdom and Germany, as this epidemic has led to the promotion of digital trade operations, and this is due to restrictions imposed on movement to combat the spread of the virus, which led to an increase in online demand for many goods and services, especially basic, For example, the share of online retail sales in China, Germany, the United Kingdom and the United States increased by 4-7 percentage points in 2020, while in China and the United States, the share recently decreased again, but it is still much higher than the pre-epidemic level. Latin America, one of the regions with the lowest e-commerce penetration, consumers on Mercado Libre in just two months counted the number of purchases they'd typically made in one year.(Alfonso C et al., 2021, p. 03)

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Figure N ° 3. E-commerce rising in the pandemic



The black vertical line in the centre panel indicates 11 March 2020 (World Health Organization declares the Covid-19 to be a pandemic).

¹ Data as of August 2020. ² Data as of November (US), October (CN) and September 2020 (DE, JP and UK). ³ Pre Covid-19: from 24 February 2019 to 23 February 2020. Covid-19: from 24 February 2020 to 19 April 2020.

Source: Viviana Alfonso C et al., « E-Commerce in the Pandemic and Beyond », BIS Bulletin, no 36 (12 janvier 2021): 04,

The Corona virus affects all e-commerce transactions in countries of the world, especially where electronic purchases are booming, as many purchasing behaviors have changed. According to some statistics, 52% of consumers avoid shopping in crowded areas, and more than 36% avoid shopping until they get the Coronavirus vaccine (Bhatti et al., 2020). The effects of the Coronavirus differ on the different nature of the products, which means that the impact of COVID-19 on many products is very high and its impact on some products is less (Olga, 2020).

The sale of e-commerce in general today, is increasing due to this virus, people who are avoiding going out, keeping a social distance and buying from home, and working from home such as Walmart e-commerce store is increasing 74% Moreover, the use of media has also increased at this time and Facebook, Google is updating its features to connect more people simultaneously as Facebook introduces messenger for 44 people competing with Zoom. (Davis & Toney, 2020), For example, the development of electronic sales methods and the mechanisms of express delivery of orders in Algeria, due to the quarantine applied to cities due to the spread of the virus, and this has boosted the sales of many stores that were unknown, especially after the goods were displayed through websites and much on social media platforms. Below are the ten best ecommerce retailers in the pandemic.

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Table N° 01: ten best ecommerce retailers in the pandemic

Sr.no	Retail website	Millions
1	Amazon.com	4059M
2	Ebay.com	1227M
3	Rakuten.co.jp	804M
4	Samsung.com	648M
5	Walmart.com	614M
6	Appel.com	562M
7	Aliexpress.com	532M
8	Etsy.com	395M
9	Homedepot.com	292M
10	Allegro.pl	272M

Source: Andrienko Olga, « Coronavirus Impact on e-Commerce and Customer Trends », Semrush Blog (blog), 20 avril 2020.

COVID-19 has a huge impact on e-commerce in the world and in some cases it has a negative impact but overall e-commerce is growing rapidly due to the virus. Coronavirus has forced customers to use the Internet and make it a habit in their daily routine (Abiad et al., 2020). Moreover, there are many challenges that e-commerce retailers face, such as extending delivery time, difficulty encountered while controlling movement, social distance and closure, shipping and supply process is very slow now, but people still buy because they have no other alternative. Which made them turn towards technology because of the virus.

Moreover, some products are in great demand in the market. Even retailers cannot fulfill customer demands such as hand sanitizers, toilet paper and disposable gloves, groceries and dairy products. On the other hand, the negative impact of COVID-19 on the tourism industry, flights are at a loss, and international trade is very slow and stuck in its place.

3 – ALGERIAN E-COMMERCE IN PANDEMIC TIME

3.1- E-Commerce in Algeria

Algeria, with its 41.6 million inhabitants and a slightly above-average internet penetration rate, is a medium-sized online market. At the end of 2017, the country had 18.6 million Internet users (Internet World Stats) (21 million according to Hootsuite), which represents 44.2% of the Algerian population and 4.1% of African Internet users. This rate is higher than the African average (35.2%) and lower than the world average (54.4%). The number of Internet users increased by 17%, this increase is slower than in most other North African countries (19% in Libya, 23% in Tunisia and 41% in Egypt) (Hootsuite 2018). The smartphone penetration rate remained at 32.4% in 2017 with more

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than 13 million devices (Newzoo Global Mobile Market Report). When it comes to search engines, Google dominates the market, although its market share is slightly lower than that of other countries in North Africa (93.54%). Yahoo is the second most popular search engine with 5.25%.(KEMP, 2020)

The Algerian e-commerce market is growing, but it is far from reaching its potential and lags behind other markets in North Africa, in particular Morocco and Egypt. There are no official figures for online sales in Algeria. However, according to the Algerian National Association of Traders and Craftsmen, the market potential is estimated at \$ 5 billion. In order to boost e-commerce in the country, the government is seeking to increase the internet penetration rate. While the first Algerian online markets appeared in 2009, e-commerce began to take off in 2014 with the arrival of the Pan-African Jumia, which remains the country's most popular online shopping site. The site received around 1.5 million visitors and received between 15,000 and 20,000 orders per month in 2017 (up 50% year on year). The number of visitors reached 1.7 million at the start of 2018. Zawwali, Batolis and Dzboom are the main local online shopping sites. In February 2018, the Algerian Parliament adopted a law that defines the country's first e-commerce regulations. (Santander Trade Compliance, 2021)

Such as, online markets will have to host their website in Algeria and appear in the country's trade register. The law prohibits all online purchases of tobacco and alcoholic beverages as well as pharmaceuticals and online betting and gaming services. In addition, Algerian law does not allow citizens to purchase foreign products and the government recently stated that it did not intend to open the electronic market to foreign companies in order to protect the economy and the national sovereignty. And, although the world leaders Amazon and AliExpress are not present in Algeria, many intermediary companies offer transshipment services for orders coming from these sites. In terms of the country's degree of maturity to switch to e-commerce, Algeria ranks 10th among African countries and 97th in the world according to the UNCTAD's 2017 B2C e-commerce Index. (Chaabna et al., 2014)

According to studies by Hootsuite and Jumia, the number of e-commerce consumers reached 2.45 million in 2017, or 6% of the country's population. The Algerian e-commerce market is not balanced between the sexes: while 9% of the total male population would shop online, only 2% of the female population would. In the coming years, e-commerce sales growth should be driven by mobiles with a smartphone penetration rate rising to 32.4% in 2017, reaching more than 13 million devices (Newzoo Global Mobile Market Report) and 61% of Jumia customers use their phone to access the platform. Electronics, phones, household and cleaning products, and clothing are some of the most popular types of products in online marketplaces. Electronic payment systems were introduced in the country at the end of 2016, and since then online shopping has grown rapidly. Following this trend, Algérie Poste (the Algerian postal services) is preparing to introduce an electronic wallet in 2018 to facilitate online shopping, which should further strengthen e-commerce. Currently, cash on delivery is the preferred method for Algerians, as in most Arab countries around the world and North Africa. (Export Entreprises SA, 2020)

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3.2- E-Commerce in Algeria within the pandemic

The onset of the Coronavirus crisis in Algeria has ushered in a paradigm shift in social interactions, necessitating a reevaluation of traditional modes of engagement. As large segments of the Algerian population grappled with the challenges imposed by the pandemic, the Internet emerged as a crucial tool for navigating the altered landscape. Beyond its role in addressing immediate health concerns, the digital realm became a lifeline for various aspects of life, including education, work, and commerce. Algerians, faced with the imperative of social distancing, increasingly turned to online platforms for distance education, remote work arrangements, and virtual transactions for buying and selling.

This heightened reliance on digital tools not only met immediate needs but also signaled the initial steps towards the development of digital citizenship in Algeria. The virtual world became a space for interaction and engagement, where individuals embraced digital technologies to adapt to the evolving circumstances. As Algerians entered this digital realm, the dynamics of their interactions and engagements underwent a transformation, shaping the contours of a digitally connected society. This shift was not merely utilitarian; it marked the beginning of a more profound journey into digital citizenship, with individuals navigating the online landscape and participating in the virtual sphere in ways that reflected an increasing familiarity and comfort with digital technologies.

The experience of utilizing the internet for essential aspects of life during the crisis laid the foundation for a more digitally literate citizenry. Algerians, by entering the virtual world and interacting with it, began to develop new norms, behaviors, and skills in the digital domain. This newfound digital citizenship has far-reaching implications for the post-pandemic era, as it signifies a collective leap into a more interconnected and technologically proficient society. As individuals continue to navigate and contribute to the digital realm, the ongoing evolution of digital citizenship in Algeria holds the promise of a more resilient, adaptive, and digitally empowered society in the years to come.

The quarantine measures enforced due to the Coronavirus pandemic have not only necessitated a shift in personal behavior but have also instigated a profound transformation in the collective approach of Algerians towards technology. This departure from conventional modes of interaction has proven remarkably effective in the realm of institutional communication and electronic transactions as the nation grapples with the ongoing crisis. The pandemic has spurred a significant surge in societal digital participation, with citizens assuming a central role in building trust through the adept use of technology across various domains. This inclusive approach prioritizes the integration of technology into everyday life without excluding any member of society, emphasizing accessibility and equal participation.

One noteworthy indicator of this digital transition is the surge in electronic payment activities, as disclosed by Algeria Post. The revelation that over 959 million Algerian dinars were recorded in the first four months of 2020 through electronic payment highlights a substantial increase compared to the previous year. With an average of 273 thousand transactions per month since March, a stark contrast to the 52 thousand transactions per month recorded in the preceding year, this surge underlines the rapid adoption of digital payment methods by Algerians. This surge not only

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demonstrates a pragmatic response to the challenges posed by the pandemic but also signifies a broader acceptance and integration of electronic transactions into the daily lives of citizens.

As the nation leans into the digital realm to navigate the complexities of the ongoing crisis, it sets the stage for a more resilient and technologically adept society in the post-pandemic landscape. The increased reliance on electronic transactions and the widespread adoption of digital tools reflect a societal shift towards a more connected and digitally literate Algeria. This digital transformation, marked by increased electronic payment activities, is likely to have enduring implications, shaping the future landscape of technology integration and societal participation in the country.

The Algerian market stands at the cusp of substantial growth in e-commerce, propelled by the extensive deployment of new technologies and a resolute political commitment to modernize economic activities. The shift towards e-commerce has been particularly evident during the quarantine period, where the nation witnessed a notable upswing in commercial and financial transactions conducted through digital platforms. This surge underscores the adaptability of Algerian businesses and consumers alike, demonstrating an increasing reliance on electronic means to sustain economic activities in the face of unprecedented challenges.

The e-commerce growth in Algeria is further fueled by a palpable desire among various stakeholders to embrace and advance electronic commerce. This collective will is not only reflected in the surge of digital transactions but also in the strategic initiatives undertaken by the government to foster a conducive environment for e-commerce development. The political will to modernize economic activities is a key driving force, with policymakers recognizing the transformative potential of e-commerce in stimulating economic growth, fostering innovation, and improving overall business efficiency. This alignment between technological advancements and political vision sets a solid foundation for the continued expansion of e-commerce in Algeria.

The modernization of economic activities through e-commerce is not merely a response to the challenges posed by the pandemic but is indicative of a broader economic vision. The strategic deployment of new technologies, such as online payment systems and digital marketplaces, has not only provided a lifeline during the crisis but has also laid the groundwork for sustained growth in the post-pandemic era. Algerian businesses are increasingly recognizing the benefits of digital transformation, including improved market reach, enhanced customer engagement, and operational efficiency, driving a proactive approach towards integrating e-commerce into their business models.

As the momentum for e-commerce builds, there is a growing realization of the need for a robust regulatory framework to support and secure online transactions. This recognition highlights a maturing understanding of the intricacies involved in fostering a thriving e-commerce ecosystem. The establishment of clear and comprehensive regulations will not only ensure the security of online transactions but will also instill confidence among businesses and consumers, contributing to the long-term sustainability of e-commerce in Algeria.

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In conclusion, the Algerian market's potential for e-commerce growth is immense, driven by a convergence of technological advancements and a steadfast political will to modernize economic activities. The surge in digital transactions during the quarantine period is a testament to the adaptability of Algerian businesses and consumers, reflecting a broader societal shift towards embracing electronic commerce. With a strategic vision and the right regulatory framework, Algeria is poised to harness the full potential of e-commerce, contributing to economic development and technological advancement in the country..(Dib, 2020)

What Next! The Future Landscape of E-Commerce Post-Pandemic:

As we navigate the concluding part of our exploration into the dynamic realm of e-commerce, it is essential to gaze into the future and speculate on the trajectory that lies ahead. The transformative experiences during the pandemic have propelled e-commerce into the spotlight, making it an integral part of the global economic landscape. So, what's next for e-commerce?

One prominent aspect is the continued fusion of technology and commerce. The pandemic has accelerated the adoption of innovative technologies, such as artificial intelligence, augmented reality, and blockchain, in the e-commerce space. These advancements are poised to redefine the online shopping experience, offering personalized and immersive interactions for consumers. The integration of these technologies will not only enhance the efficiency of e-commerce operations but will also play a pivotal role in shaping consumer expectations.

Additionally, the future of e-commerce is likely to witness an evolution in payment methods and security measures. With the increasing reliance on digital transactions, the emphasis on secure and seamless payment solutions will become paramount. The rise of cryptocurrencies and the development of central bank digital currencies may further diversify the payment landscape, offering alternatives to traditional methods.

Moreover, sustainability is expected to emerge as a defining factor in e-commerce practices. Consumers are becoming more conscious of environmental and ethical considerations, influencing their purchasing decisions. E-commerce businesses are likely to prioritize sustainable practices, from eco-friendly packaging to carbon-neutral logistics, in response to this growing demand for environmentally responsible choices.

Looking specifically at Algeria, the future of e-commerce holds promising prospects. The significant strides made during the pandemic, as evidenced by the surge in digital transactions, indicate a growing acceptance and adaptation to online platforms. The Algerian government's commitment to modernizing economic activities aligns with the broader global trends in e-commerce evolution. As the nation further embraces digital transformation, there is potential for robust growth in the e-commerce sector, with businesses and consumers alike reaping the benefits of a more connected and technologically savvy society.

In conclusion, the future of e-commerce post-pandemic is marked by a confluence of technological innovation, enhanced security measures, a focus on sustainability, and the growing role of digital currencies. The global landscape is evolving, and Algeria stands poised to play a significant

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part in this transformative journey. As the nation continues to build on the momentum gained during the pandemic, the future of e-commerce in Algeria holds the promise of economic growth, technological advancement, and an increasingly interconnected digital society.

CONCLUSION:

Current technology is a key factor in gaining a competitive advantage and succeeding in this competitive era of globalization. It helps production and decision making faster. Therefore, companies seek innovative solutions to improve their business performance, gain more comparative advantages, reduce costs and improve the quality of their services and products by adopting advanced technological developments.

During the outbreak of the Covid-19 disease, it is quite possible or whether companies benefit from epidemic conditions that encourage consumers to adopt their e-commerce channels, instead of dealing with regular stores that are subject to quarantine and general closure conditions. All this in order to motivate consumers to use electronic transactions to order goods and services, it is necessary today to understand the main factors that affect the adoption of e-commerce by consumers. However, there always remains a kind of governmental discrepancy in the intention to adopt e-commerce during COVID-19, due to poor banking performance, electronic payment alternatives and the noticeable lack of options and government support as important determinants to predict the intention to adopt e-commerce despite the inevitability of looking towards it under these circumstances.

it is important to acknowledge that the e-commerce landscape remains dynamic, influenced by the ongoing repercussions of the pandemic. This paper refrains from definitively concluding the current state of a specific e-commerce system, recognizing the fluid nature of the situation. To gain a deeper understanding of the factors influencing individual adoption of e-commerce services, it is recommended to undertake comprehensive research methodologies, such as conducting questionnaires or interview sessions with both customers and business owners.

Looking ahead, it is crucial to consider the potential shifts in consumer behavior as we anticipate the controlled containment of the pandemic. Future research endeavors should incorporate a longitudinal study, allowing for the systematic tracking of the evolving adoption of e-commerce over time. This approach will facilitate the development of an updated model that reflects the changing landscape and better positions businesses and policymakers to navigate future conditions.

Moreover, as Algeria serves as a partial case in this study, understanding the specific deficiencies the country faces in the realm of e-commerce becomes imperative. By addressing these shortcomings, stakeholders can work towards fostering an environment conducive to the growth of e-commerce in Algeria. In essence, the culmination of this research encourages a continuous and adaptive approach, emphasizing the need for ongoing exploration and refinement of models to keep pace with the ever-evolving dynamics of e-commerce, both globally and within the unique context of Algeria.

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