

Digital Consumer Behavior and Ecommerce Tendencies During the New War Crisis

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Abstract

Digital consumer behavior is a method for how buyers choose which products to purchase online. E-commerce, also referred to as e-commerce, is the transfer of products and services, funds and data through an electronic network, most frequently the internet. It is a method that gives clients the option to purchase goods online. Additionally, while each customer's demands may seem unique, the new expectations that are currently driving online consumer behavior are firmly rooted in universality. Over the past 20 years, Amazon and eBay have dramatically accelerated the expansion of internet retail. An event, in this case a war crisis or a pandemic, has a detrimental impact on Digital purchases, in general evolution increased as people have gotten back to their normal routines but when the war has started, which resulted in economic sanctions against Russia and the blocking of all of their online payment options. It has affected everyone's behavior of shopping online.

Keywords: *Consumer, E-commerce, E-commerce Crisis, Online, Marketplace, Digital Consumer, Crisis Analysts, Marketing, E-Commerce Evaluation, Businesses War, new war Crisis.*

1. Introduction

Digital Consumer Behavior is the technique of the way customers make selections to buy merchandise in E-Commerce. The behaviors themselves — which includes figuring out a trouble or figuring out to make a buy — are primarily based totally on ever-evolving expectancies and wishes. And at the same time as wishes appearance exceptional for each shopper, the brand-new expectancies that

presently pressure on online consumer behavior are entrenched in commonality. Expectations like product availability, transport transparency, low-cost shipping, and extra recently, a convenient buying journey all have an effect on how customers make

selections to shop for gadgets online (and whether or not or now no longer they'll continue to be dependable clients as soon as they've made a buy).

The area of online consumer behavior may be broad. Most of the time, theories on this area are posited using economists or marketplace analysts specializing in client evaluation. Companies lease a few client analysts on an agreement foundation to offer tailor-made advice. Others paintings for impartial marketplace analyst firms, for assume tanks, or in academia. online consumer behavior also can be forward-looking. Behavior research can inform groups how customers respond to commercials and location layouts; however, they can also expect how customers will reply to different destiny campaigns or net features. Market evaluation withinside the online consumer area regularly ends in innovation. Businesses expand new marketing and marketing campaigns, giving you exceptional methods to attain ability customers based totally on behavioral statistics. Sometimes, the manner businesses use behavioral facts are straightforward, such as sponsoring links on certain sites or optimizing home pages to appear more readily in search engines. Increasingly, however, market responses are more tailored to the consumer individually.

2. Research Methodology

Due to this paper's nook subject, the available knowledge bases are solely Web Page reports and academic papers. It might be within the author's desires for additional practical examples to be included, while the prevailing publications are nearly solely theoretical. However, as this can be an opinion for further study to be conducted into the topic, it's to be desired that the back catalog of study would be thin. That standing said an attempt had been made to sketch similarities between Digital Consumer Behavior in New War Crisis that, supported by experimental proof, require advancement. Therefore, the theoretical description produces sketches of suitable

explanations for implementation. This has been accomplished mainly via the use of up thus far news reports, furthermore as some documented events. By abstracting concerns with contemporaneous reporting and presenting the War crisis as a potential solution to numerous of these problems, suggestions on the overall implementation of Digital payment and Change in Consumer Behavior are beyond the content of this report. The dream is instead to note that criteria should be exerted to review and develop the tactic in which applicable implementations authenticate experimentations as a possible explanation to the situations in question. The present work article is a beta study based on fact-finding processes.

3. Literature Review

E-Commerce, often known as electronic commerce, is the exchange of merchandise and services as well as the sending of money and data through an electronic network, most commonly the internet. These business dealings can be either B2B (business-to-business), B2C (business-to-consumer), C2C (consumer-to-consumer), or C2B. E-business and e-commerce are frequently used interchangeably. The transactional procedures that make up online retail shopping are also occasionally referred to as e-tail. The widespread use of e-commerce sites like Amazon and eBay over the past 20 years has significantly boosted the growth of online retail. The U.S. Census Bureau estimates that 5% of all retail purchases in 2011 were made through e-commerce. When the COVID-19 pandemic broke out in 2020, it had increased to over 16% of retail sales.²

3-1 How does E-Commerce work?

E-Commerce is fueled by the internet. Customers enter an online store using their

own devices to view the inventory and place orders for goods or services. As the order is placed, the customer's web browser will exchange messages back and forth with the server running the e-commerce website. Information on the order will be sent to the order manager, a central computer. A bank computer, a merchant system, a database that regulates inventory levels, a

merchant system that regulates payment information using software like PayPal, and a merchant system will all receive it after that. The order manager will then receive it again. To make sure there is sufficient inventory in the store and funds in the customer's account to fulfill the order, this is done.

3-1-1 Types of E-Commerce:

There are many types of E-Commerce here I have talked about two:

Business-to-business (B2B) Instead of between businesses and consumers, e-commerce describes the electronic exchange of goods, services, or information between businesses. Online directories and websites that allow businesses to search for products, services, and information as well as start transactions through e-procurement interfaces are two examples.

Business-to-consumer (B2C) is the component of online E-Commerce that deals with retail. It occurs when companies offer goods, services, or information to customers directly.

Advantages and disadvantages of E-Commerce

- Its Around-The-Clock Availability
- The Speed of Access
- Availability
- Easy Accessibility

- International Reach

Disadvantages of E-Commerce

- Limited Customer Service
- Customers Not Being Able to See or Touch a Product
- Wait Time for Product Shipping Sometimes is Often Long
- Possibility of Getting Scammed

Everything has its own advantages and disadvantages and certainly E-Commerce does too, we have to evaluate them and see what they fit the best.

A few examples of E-Commerce marketplace:

- Alibaba
- Amazon
- Chewy
- eBay
- Overstock
- Newegg
- Rakuten

3-1-2 War Crisis:

At the root of anxiety is often crisis and conflict. Now turn to these terms. Just as there are many different definitions of security, there are also conflicts and crises. The United States Institute for Peace (USIP) defines conflict as: "Conflict is an unavoidable aspect of human interaction when two or more individuals or groups pursue incompatible goals. It can be non-violent as in the case. The USIP definition identifies important factors that are necessary when considering how to resolve conflicts. This definition deals with the root cause of conflict (the pursuit of mutually

exclusive goals) and states that conflict can be carried out non-violently. This is important because it demonstrates non-violent conflict resolution methods such as negotiation, mediation, compromise and cooperation. All the instruments of institutions created by the international community after World War II are based on this premise.

Russian-Ukrainian war has been ongoing between Russia (along with Ukrainian Russian separatists) and Ukraine since February 2014. After the Ukrainian Dignity Revolution, Russia annexed Crimea from Ukraine and supported pro-Russian separatists in their war against Ukrainian government forces in Donbass. Her eight years of fighting at the beginning of the conflict also included incidents at sea, cyber warfare, and escalating political tensions. The conflict escalated significantly in February 2022 when Russia launched a full-scale invasion of Ukraine.

Russia's invasion of Ukraine in 2022 began on the morning of February 24, when President Putin proclaimed a "special military operation" into "demilitarize and degas" Ukraine. Minutes later, rockets and airstrikes hit all of Ukraine, including Kyiv, followed soon after by a massive ground invasion on multiple fronts. President Zelensky imposed martial law, mobilizing all masculine Ukrainian citizens amongst the ages of 18 and his 60s and barring them from leaving the country.

3-1-3 How Traumatic Violence Changes Customers' Purchasing Permanently:

Traumatic experiences such as war, conflict settings, violent crime, and natural disasters can have profound effects on physical and mental health (McFarlane, 1986; Deahl et al., 2000). This is analogous to what has been shown in veterans (Elder et al., 1994;

O'Donnell, 2000; Villa et al., 2002; Vogt et al., 2004), and stress-related can include the state of traumatic stress disorder (Neria et al., 2008; Updegraff et al., 2008), alcoholism, anxiety (Callen et al., 2014; Rockmore, forthcoming) (Richman et al., 2008), and personality Changes in properties (Bramsen et al., 2002). What is not understood is how traumatic events, seemingly less dramatic, can still affect resulting behavior. B. How these people will spend the rest of their lives (Rockmore, 2012).

3-2 How the Russia-Ukraine War Has Impacted E-commerce and the Global Supply Chain?

Since the outbreak, E-Commerce has experienced tremendous growth. Forecasts for 2022 also showed an increase. However, sales growth has slowed since the devastating war in Ukraine.

Impacts of war include:

- interruption of the supply chain
- Added shipping costs
- customer need
- Cost of borrowing
- product hoarding

3-2-1 What is the solution?

Many companies cut their marketing expenses to save money. But advertising is the only way to attract new customers and persuade existing customers to buy again. So, rely on success-based marketing. Because it creates measurable responses and consumer transactions here. Tradedoubler provides a wide choice of performance marketing options for you to help you boost your sales once more. Starting with high-end media partnerships, social media alliances like

TikTok, influencer marketing with Metapic, Tradedoubler programmatic, search, app-install, and customer support, then moving on to winning back customers with loyalty, cashback, and retargeting.

Nine out of ten people believe that prices are going up, most obviously for necessities. As a result, essential requirements like energy, transportation, and food are taking up a larger portion of household expenditures. Consumers anticipate that the trend of dramatically reduced savings and discretionary spending will continue. Customers are delaying purchases or buying in smaller quantities. Many consumers are downsizing by switching to private labels, outlet stores, or less expensive brands.

3-2-2 The Russia-Ukraine War: on the ICT Market Impact

For Europe and the rest of the globe, the Russia-Ukraine War has produced a crucial geopolitical turning point that will have an impact on the demand for ICT globally in the months and years to come. For the purpose of giving consumers timely information and essential context for taking action, our local and international experts are analyzing the consequences across markets and geographies.

How is the War Impacting ICT Spending Forecasts?

In a short-war scenario, global ICT spending will increase by 4.1% annually in 2022, which is a decrease from IDC's February prediction (4.8%). According to this scenario, Russian ICT spending will decline by 25% in 2022–2021 while rising 3.4% annually in the rest of Europe. In 2022, the ICT market in the rest of the globe will expand by 4.8%.

Will the Russia-Ukraine War Change the Focus of the Cybersecurity Market?

The market for cybersecurity is expected to expand as a result of growing concerns about cyber risks and national cybersecurity agencies' calls for businesses to tighten the security of their infrastructure. Advanced threat detection, threat intelligence, and incident response are in higher demand, according to security providers. IDC anticipates a situation similar to the first year of the COVID-19 pandemic, when security was the one area where organizations felt compelled to maintain or even increase investments in response to the perceived increase in risk. Cyber resilience is likely to be a high priority for many organizations. Despite this, there is currently no concrete evidence of an increase in cyberattacks against Western or Central and Eastern European critical infrastructure or other targets.

How Is the War Impacting Russian Organizations' Digital Road Maps?

Business continuity is the main concern for Russian company users, who give far less importance to digital transformation. Tens of thousands of digital professionals have quickly emigrated from Russia in recent Months, as we covered during the webinar. There are numerous young, in-demand developers among them. Yandex and Infowatch have already made public statements confirming they are having difficulties with this. It's obvious that some of these developers will look for employment outside of the Russian digital market.

4. Conclusions

Digital Consumer Behavior is the technique of the way customers make selections to buy merchandise in eCommerce. The area of online consumer behavior may be broad. E-commerce, often known as electronic commerce, is the swap of goods and services

as well as the sending of money and data through an electronic network, most commonly the internet. When the COVID-19 pandemic broke out in 2020, it had increased to over 16% of retail sales. E-commerce is fueled by the internet. Business-to-business (B2B) Instead of between businesses and consumers, e-commerce describes the electronic exchange of goods, services, or information between businesses. Business-to-consumer (B2C) is the component of online e-commerce that deals with retail.

A Russian-Ukrainian war 7-8 has been ongoing between Russia (along with Ukrainian Russian separatists) and Ukraine since February 2014. After the Ukrainian Dignity Revolution, Russia annexed Crimea from Ukraine and supported pro-Russian separatists in their war against Ukrainian government forces in Donbass. Russia's invasion of Ukraine in 2022 began on the morning of February 24, when President Putin announced a "special military operation" into "demilitarize and degas" Ukraine.¹⁰ Minutes later, rockets and airstrikes hit all of Ukraine, including Kyiv, followed soon after by a massive ground invasion on multiple fronts. Since the outbreak, e-commerce has experienced tremendous growth. However, sales growth has slowed since the devastating war in Ukraine.

According to a forecast released by Statista, in 2022 he expects global e-commerce sales to grow almost twice as fast as in 2019. A community survey found that 78% of respondents want to reduce their consumer spending after the price increase. Many companies cut their marketing expenses to save money. But advertising is the only way to attract new customers and persuade existing customers to buy again. Tradedoubler provides a wide choice of performance

marketing options for you to help you boost your sales once more. Starting with high-end media partnerships, social media alliances like TikTok, influencer marketing with Metapic, Tradedoubler programmatic, search, app-install, and customer support, then moving on to winning back customers with loyalty, cashback, and retargeting.

Furthermore, with blockchain technology's authorization, further For Europe and the rest of the globe, the Russia-Ukraine War has produced a crucial geopolitical turning point that will have an impact on the demand for ICT globally in the months and years to come. According to this scenario, Russian ICT spending will decline by 25% in 2022–2021 while rising 3.4% annually in the rest of Europe. In 2022, the ICT market in the rest of the globe will expand by 4.8%. The market for cybersecurity is expected to expand as a result of growing concerns about cyber risks and national cybersecurity agencies' calls for businesses to tighten the security of their infrastructure. Business continuity is the main concern for Russian company users, who give far less importance to digital transformation.

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