

## AN OVERVIEW OF E-COMMERCE AND EXPRESS LOGISTICS DURING THE COVID-19 PANDEMIC

### PANORAMA DO *E-COMMERCE* E A LOGÍSTICA EXPRESSA DURANTE A PANDEMIA DE COVID-19

### DESCRIPCIÓN GENERAL DEL COMERCIO ELECTRÓNICO Y LA LOGÍSTICA EXPRESADA DURANTE LA PANDEMIA DEL COVID-19

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#### ABSTRACT

E-commerce is a reality in people's daily lives and has been changing the process of acquiring goods and services. The practicality for consumers and cost reduction in processes for entrepreneurs contribute to the exponential growth intensified by social isolation during the COVID-19 pandemic. Thus, e-commerce becomes fundamental as a supply and entertainment channel for isolated families, as well as generating new business opportunities. This article aimed to study and present the importance of e-commerce and urban logistics expressed during the COVID-19 pandemic, addressing its definition, methods, relevance in the financial market. Therefore, a qualitative data analysis and literature review were carried out to present the sector's growth. The main results were the increase of consumers and suppliers in electronic commerce, bringing more agility, accessibility and practicality, strengthening credibility. Thus, the final consideration is the observation that the pandemic accelerated the process of consolidating e-commerce in the market, and that this type of commerce has been shown to be increasingly reliable and logistics play a fundamental role in making it more dynamic and practical, bringing more comfort and ease to consumers during the shopping experience.

**Keywords:** E-commerce; pandemic; urban logistics; Market.

#### RESUMO

O *e-commerce* é uma realidade no cotidiano das pessoas e vem mudando o processo de aquisição de bens e serviços. A praticidade para os consumidores e a redução de custos nos processos para os empreendedores contribuem para o crescimento exponencial intensificado pelo isolamento social

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durante a pandemia COVID-19. Dessa forma, o *e-commerce* passa a ser fundamental como canal de suprimento e entretenimento das famílias isoladas, assim, como gera novas oportunidades de negócios. Este artigo teve por finalidade estudar e apresentar a importância do *e-commerce* e da logística urbana expressa durante a pandemia da COVID-19, abordando sua definição, métodos, relevância no mercado financeiro. Para tanto foi realizado uma análise qualitativa de dados e revisão de literatura, para apresentar o crescimento do setor. Os principais resultados foram o aumento de consumidores e fornecedores no comércio eletrônico trazendo mais agilidade, acessibilidade e praticidade, fortalecendo a credibilidade. Dessa forma, tem-se como consideração final a observação que a pandemia acelerou o processo de consolidação do *e-commerce* no mercado, e que esse tipo de comércio tem se mostrado cada vez mais confiável e a logística tem papel fundamental tornando mais dinâmico e prático, trazendo mais conforto e facilidade para os consumidores durante experiência de compra.

**Palavras-chave:** *E-commerce*. Pandemia. Logística urbana. Mercado.

## RESUMEN

El comercio electrónico es una realidad en la vida cotidiana de las personas y ha ido cambiando el proceso de adquisición de bienes y servicios. La practicidad para los consumidores y la reducción de costos en los procesos para los emprendedores contribuyen al crecimiento exponencial intensificado por el aislamiento social durante la pandemia de COVID-19. De esta forma, el comercio electrónico se vuelve fundamental como canal de abastecimiento y entretenimiento para familias aisladas, además de generar nuevas oportunidades de negocio. Este artículo tuvo como objetivo estudiar y presentar la importancia del comercio electrónico y la logística urbana expresada durante la pandemia de COVID-19, abordando su definición, métodos, relevancia en el mercado financiero. Para ello, se realizó un análisis de datos cualitativos y revisión de la literatura para presentar el crecimiento del sector. Los principales resultados fueron el incremento de consumidores y proveedores en el comercio electrónico, aportando mayor agilidad, accesibilidad y practicidad, fortaleciendo la credibilidad. Así, la consideración final es la observación de que la pandemia aceleró el proceso de consolidación del comercio electrónico en el mercado, y que este tipo de comercio ha demostrado ser cada vez más confiable y la logística juega un papel fundamental para hacerlo más dinámico y práctico. brindando más comodidad y facilidad a los consumidores durante la experiencia de compra.

**Palabras llave:** Comercio electrónico; pandemia; logística urbana; mercado

## 1 INTRODUCTION

Over the years, virtual commerce has been growing gradually and is being widely used by Brazilians. Since 2020, e-commerce has stood out and gained the market quickly due to the COVID-19 pandemic. There was a constant evolution over the months, with approximately 75% compared to previous years (VILELA, 2021). E-commerce can be translated as electronic commerce, it covers a diversity of businesses and allows commercial transactions to be carried out at any time and place, with the use of some electronic equipment such as a computer, notebook or cell phone (MENDONÇA, 2016).

For the proper functioning of virtual commerce, there was a need to reduce the negative impacts of online shopping for the consumer, such as uncertainties in delivery, product quality, and other issues involving risks and security. Logistics is an essential element to satisfy the shopping experience that starts from the moment the consumer accesses the website until the actual delivery of the product. In this way, logistics is responsible for providing the best connection of the supply chain with its suppliers and consumers, promoting efficient

communication, information security, the selection of a modal for better efficiency in the transport of goods and the optimization of processes. logistics to make them simpler and more efficient.

Among these processes, fulfillment can be mentioned, this is a process that outsources the storage and dispatch of the product from the order to the arrival at the customer, allowing the supplier company to carry out the process of delivering the product to the customer on behalf of the e-commerce. According to Martins (2020), the direct delivery of products to customers (dropshipping) and the logistical services performed by a fulfillment company emerge as an operations strategy that modify the management of the supply chain.

Behind all these processes, there are laws and regulations determined by government agencies for the regularization and commercialization of products and/or services that also encompass the e-commerce scenario. In accordance with the laws of Law No. 8,846, of January 21, 1994 and Law No. 10,962, of October 11, 2004, it is necessary that the company and the consumer pay attention to the duties and obligations to adapt to the laws of the country (BRAZIL, 1994; 2004).

Throughout the article, issues related to taxation, regulations, issuance of invoices and product pricing were discussed.

Currently, due to globalization, there are facilities and accessibility in acquiring products through international stores, making it easier for Brazilian consumers to increase their purchases abroad, through international virtual stores, where the term used for this type of operation in e-commerce is the cross border. According to Souza and Salib (2019), commercial practices carried out online between countries (transnational sales), characterized by the internationalization of products and services is called cross border e-commerce.

In view of the whole situation of the pandemic, many companies adopted the method of working from home, which directly impacted the ventures in the food / gastronomic sector, increasing the orders for delivery of meals, due to the closing of establishments to comply with the measures. Sanitary. To continue serving customers, restaurants and even supermarkets have developed an internet page to promote the sale of their products (marketplace), where the delivery of products to customers (delivery), are making the lives of people who work from home easier (home office).

The purpose of this article is to present the evolution of e-commerce during the pandemic period and the impact on urban express logistics.

## **2 THEORETICAL BACKGROUND**

To begin the study of e-commerce logistics during the COVID-19 pandemic, it is first necessary to understand what e-commerce is, what is its use, how it influences our daily lives, what are the metrics applied to this criterion and the that this matter is related to logistics.

## 2.1 E-commerce, pandemic and logistics

E-commerce is an abbreviated term for electronic commerce that emerged in the United States in the 1970s, which consists of transferring electronic documents” (MENDONÇA, 2016, p. 02). E-commerce is increasingly accessible, with the advancement of computer networks and other devices connected to the internet, where anyone, through a device, can make any type of purchase, even import products according to current laws, not requiring the presence of the consumer in physical establishments. It is not yet necessary to have a physical store or a stock in certain cases, since the quantity to be sold can be informed per unit in the seller's announcement, that is, if the product to be sold is being specific to one unit in the ad, so the seller will only have to have at least that amount ready for immediate delivery.

Authors Dutra and Zani (2020) and Vilela (2021) associated the growth in use and the importance of virtual commerce, through COVID-19, as with the new reality of society through social isolation and restrictions on access to physical stores, the way out was the mass use of e-commerce and, consequently, many companies started to adopt the virtual store so as not to close their doors, and this has further consolidated e-commerce in Brazil.

With the advancement of technology, it is important to mention the ease of gaining access to a wide variety of subjects and this for those who want to start a business and even those who already have a certain experience in a certain network. It is a great opportunity to be explored for effective participation in the increasingly competitive market, presenting ease of access to information, market trends, main competing products, degree of customer satisfaction in relation to certain products, cost-benefit, among other information. than to direct competitive strategy. With all the technological tools that facilitate e-commerce, it allows for a much greater promotion of the product to be sold. Thus, currently, it has been noticed that customers who buy online are looking for better prices, quality and convenience of purchase (MENDONÇA, 2016). Also according to the author, the process of buying over the internet has also helped to establish trust and reduce people's insecurity in the use of technological tools to carry out commercial transactions.

Therefore, with this logistics operation for e-commerce, a strategy is needed that benefits both the entrepreneur and the customer, being able to meet high demands without losing the quality of the logistics service, from the issuance of the product to the arrival of this product. In order to serve customers and bring a high level of customer satisfaction at the lowest possible cost, with agility and better management for product deliveries.

Considering the literature, Chow (2004) apud Martins (2020), process improvement results from four different main factors, such as the quality of information, service, system and work performance.

## 2.2 Trade regulation

All types of commerce, whether electronic or physical, must respect marketing metrics, whether they are regulation and conditioning of companies, simple national regime, tax taxation, forms of displaying prices and basic information for easy understanding by the consumer, in relation to everything involving the product sought by the consumer.

Simple national is the unification of national taxes and the due taxes collected are: IRPJ (Corporate Income Tax), CSLL (Social Contribution on Net Income), PIS (Social Integration Program) /PASEP (Training Program Civil Servant Assets), COFINS (Contribution to Social Security Financing), IPI (Tax on Industrialized Products) and CPP (Pasep Social Security Employer Contribution). These taxes are collected through the tax guide, the DAS (Documentos

de Arrecadação do Simples Nacional), and is guaranteed by the complementary law №123, of December 14, 2006, aimed at MEs (Micro-companies) and EPP (Small-sized companies). ). Companies covered by the national simple regime are treated differently, as can be seen in Art 1, items I, II and III, of LC 123/2006:

I - The calculation and collection of taxes and contributions from the Union, the States, the Federal District and the Municipalities, through a single collection regime, including ancillary obligations.

II - The fulfillment of labor and social security obligations, including ancillary obligations.

III - Access to credit and the market, including the preference in the purchase of goods and services by the Public Authorities, technology, associativism and inclusion rules (BRASIL, 2006).

And yet, in Art 3, in items I and II, of LC 123/2006, classifies MEs and EPPs, belonging to the simple national, based on their annual billing:

I - In the case of micro-enterprises, earn, in each calendar year, gross revenue equal to or less than R\$ 360,000.00 (three hundred and sixty thousand reais).

II - In the case of a small business, earn, in each calendar year, gross revenue greater than R\$ 360,000.00 (three hundred and sixty thousand reais) and equal to or less than R\$ 4,800,000.00 (four million and eight hundred thousand reais) (BRASIL, 2006).

Regarding the ICMS (Tax on Operations Relative to the Circulation of Goods and on Provision of Interstate and Intermunicipal Transport and Communication Services), "it is included with the DAS and the ICMS rate, varies according to the company's activity and billing" (MEDEIROS, 2020). What companies need to know is the State's Tax Replacement (ST) lists, to determine whether the product being sold is covered or not, regardless of whether the sale takes place through e-commerce, distributor or trade in retail.

More clearly, the product has already left the industry with the value commercialized with the anticipated taxation, exempting the responsibility of the intercity market to commercialize the product, charging again the ICMS value, since it was already anticipated by the industry. This is only valid in the domestic market, that is, it is only valid to replace the tax within the State (MEDEIROS, 2020).

In interstate operations, ICMS is charged regardless of the type of company, where, in Constitutional Amendment No. 87 of April 16, 2015, the ICMS situation in e-commerce, imposes a change in the requirement to pay ICMS for 2 states (of origin of the goods and of destination) where, the transition of this rule until 2019, the year in which the ICMS started to be allocated 100% to the destination state of the product. Article 1, item VII and VIII of § 2 of Article 155 of the Federal Constitution, clarifies the form of tax collection.

VII - in operations and services that target goods and services to the final consumer, whether or not to pay the tax, located in another State, the interstate rate will be adopted and the tax

corresponding to the difference between the within the recipient State and the interstate rate.

VIII - the responsibility for the payment of the corresponding tax. the difference between the internal and interstate rate referred to in item VII will be attributed:

a) to the recipient, when he is a taxpayer;

b) to the sender, when the recipient is not a taxpayer (BRASIL, 2015).

In all commercialization, whether product or service, it is of paramount importance to issue an invoice to the customer, as it ensures the regularity of the commercialization of the product, guarantee and, also, proves the collection of taxes, in which in Law № 8.846, of January 21, 1994 in Art 1 ensures:

The issuance of an invoice, receipt or equivalent document, related to the sale of goods, provision of services or operations for the disposal of movable assets, must be carried out, for the purposes of the legislation on income tax and earnings of any nature, at the time of completion of the operation (BRASIL, 1994).

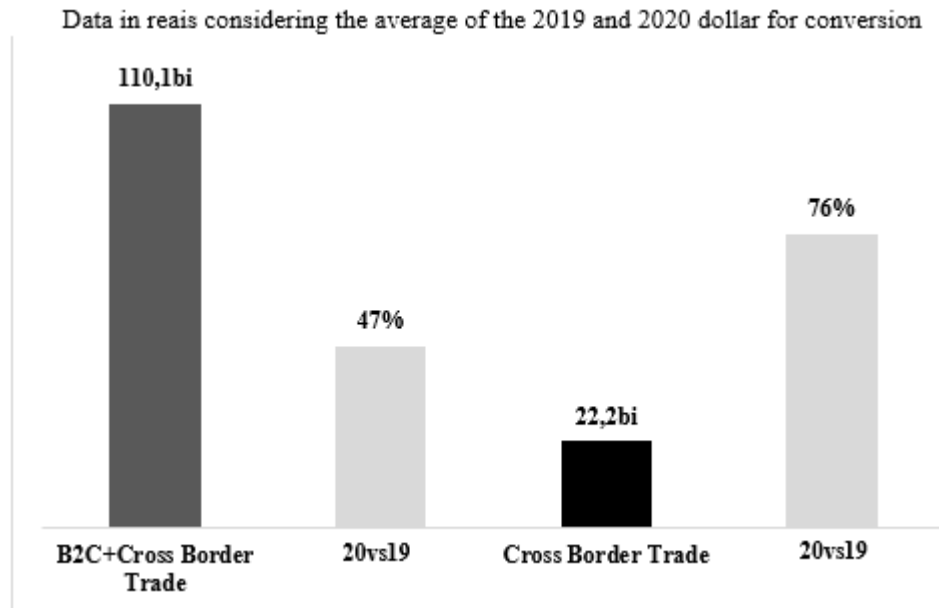
It is crucial that every consumer has the facility to identify the characteristics of the product imposed by the supplier/company and also the value of that product, except, in Law No. prices and products (BRAZIL, 2004) and in Law No. 13,543, of December 19, 2017, which adds a provision in Art 2, in item III, sets out how to display the price of Law No. 10,962, "III - in electronic commerce , by means of ostensible disclosure of the cash price, together with the image of the product or description of the service, in easily readable characters with a font size of no less than twelve" (BRASIL, 2017).

E-commerce becomes a challenge for governments, given the age of technology and the new forms of transactions carried out electronically, which have been growing exponentially, forming a transnational market (SOUZA; SALIB, 2019). Also according to Souza and Salib (2019), the virtual commercial is a negotiation between two parties, on the one hand the buyer and on the other hand the supplier, the purchase and sale contract being governed by the Civil Code of 2002.

### 2.3 International E-commerce

Cross border is a term in English, where, simplifying its meaning, is the purchase of products on virtual sales platforms in other countries. Cross border e-commerce during the pandemic has become very important for the e-commerce market in Brazil., see Figure 1. According to SBVC (2019) apud Souza and Salib (2019) 68% of Brazilians interviewed reported that they intend to import more products through global platforms.

Figure 1 - Cross Border Trade grows 76% in revenue in 2020



Source: Adapted from Ebit/Nielsen Webshoppers 43 (2020)

Brazil is still considered a country with bureaucratic procedures in relation to the logistics sector and the international marketing of products. In addition to the bureaucracy that makes imported products more expensive, Brazilian consumers are faced with high taxes and fees, variation of the dollar, which often makes it impossible to purchase products on websites in other countries.

However, a study carried out by Ebit/Nielsen showed that the cross border for e-commerce in 2020, compared to 2019, represented 21% and generated almost 23 billion reais, figure 1. Therefore, with the borders still closed, the cross border continues to gain strength, not only in Brazil, but worldwide. According to Bajarlia (2021), the global market has grown 20% in the last 3 years and the national market has increased its share both in number of websites and in domestic commerce.

## 2.4 Express urban logistics

Due to the large flow of medium and large cargo transport, mainly in large cities in Brazil, where the population mass is concentrated in one region, it becomes a challenge for urban logistics to serve its customers, so that it can meet consumer expectations. Therefore, express urban logistics, using different modes of transport, according to Oliveira et al. (2016), not only presents a cost reduction strategy, but also a sustainable solution for freight transport, fulfilling its function efficiently.

The intense movement of vehicles and people in large urban centers has generated several traffic management problems. In this way, to relieve the great centers and soften the flow of cargo transport, governments adopt restrictive measures. As an example, the city of São Paulo with circulation restrictions in the Maximum Restriction Zone for trucks (ZMRC) and the Maximum Restriction Zone for Chartering, governed by Ordinance SMT.GAB nº 011, of 03/18/21 (SÃO PAULO, 2021)

By limiting the amount of deliveries and access times, such measures force companies to innovate their operations, and in the current scenario, the agility of product delivery to the customer is essential for competitive advantage. Oliveira et al. (2016), identified the current urban logistics situation as challenging, given the factors that affect urban centers, but considered the creation of the Urban Logistics Space as a possible solution, a strategy to meet the fast delivery logistics.

A method that has been used mainly in e-commerce is crowdshipping, known for the use of ordinary people to carry out the delivery service using their own means of transport (cars, motorcycles, bicycles) (KHATTAR; OKANO, 2019), a kind of 'uberization' of the delivery service. And the 'logistic cycle' has been very important to leverage for short distance deliveries, optimizing delivery time and reducing costs in addition to benefiting the environment, reducing CO2 emissions. In the first half of 2021, Brazil showed an increase in bicycle sales, an average of 34.17% higher than in 2019 (ASSOCIAÇÃO BRASILEIRA DO SETOR DE BICICLETAS, 2021).

Crowdshipping has favored meeting high local demand, and has been tested and adopted by traditional logistics companies and also by large retailers operating in the virtual market (KHATTAR; OKANO, 2019). Among the strategies offered by companies in this process, the possibility for the buyer to withdraw the product in the store after the virtual purchase is also highlighted. Khattar and Okano (2019), confirm that the strategic use of crowdshipping has still been little explored by companies, as it is something new; and adds that in academia the term is associated with Crowdsourced Delivery, Crowdsourced Shipping, Crowdsourced Logistics, and Crowd Logistics.

## 2.4 The importance of delivery

The term delivery has been incorporated into the daily life of Brazilians and brings a simple concept, as it deals with the delivery of cargo at home (FUERTH; DANTAS, 2007), however it carries with it a structured logistics network to meet the expectations of customers both in terms of speed, safety and convenience. According to the authors, in Latin America, delivery has been creating demands mainly in the market for books, computers, electronics, and the gastronomy network (FUERTH; DANTAS, 2007).

Despite the initial resistance to online shopping, over the years, society has been adapting and accepting the use of the internet as a 'business channel' and not just entertainment, mainly due to the benefits of cost reduction. Mendonça (2016) reinforces that many shoppers still do not feel safe shopping online. This can improve with the work of online platforms to ensure more secure sales and the use of tools to protect customer data. Even more recently, with the COVID-19 pandemic, the virtual market was targeted by customers, due to social distancing and commercial restrictions adopted by the Brazilian government.

Delivery has only been consolidated in most countries recently and is increasingly accessible thanks to technology. In addition, in many segments, the use of delivery continued, where it became more common to carry out the "shopping of the month" in supermarkets in the applications, bringing agility to the customer without having to leave home. As an example, he mentions the company Cornershop, which offers the service of picking, packing and delivery of products according to the customer's choice through the application, in other words, the customer defines the establishment and the products he wants and a professional buyer will carry out the process of selection and collection of products at the commercial establishment and, later, will deliver properly packaged to the place defined by the consumer (CORNERSHOP, 2021).



In 2011, a large application platform in the food industry was founded, with the aim of having a marketplace model, uniting several gastronomic companies in a single channel, bringing more ease and with different menus catering to the best customer preference. The highlight of this strategy directly influenced the delivery system, which enabled companies to maintain their sales and serve customers (DUTRA; ZANI, 2020).

Besides, with the need to use delivery, both due to social distance and the need for agility for the customer, due to many companies adopting home office activities, the increase in the consumption of delivery apps has increased in several sectors, author Chevalier (2021), reinforced the delivery system as the ideal solution adopted by Brazilians during the COVID-19 pandemic, as it is safer and meets biosecurity measures. In December 2020, online home deliveries grew by 86%, posting a record 48 million orders. The home office can be characterized as a flexible working day, influenced by gradual technological advances, with the use of computers, smartphones, internet access (HAUBRICH; FROEHLICH, 2020)

Also, with the expansion of the delivery market in Brazil, other applications are on the rise in terms of volume of deliveries, for reasons of being more logistically accessible and with better cost-effectiveness, especially for digital companies, according to the article published by the Associação Brasileira De Comércio Eletrônico (2021) , the number of internet sales increased by 780% in the volume of deliveries from January to December 2020 compared to the previous year.

Associated with accessibility, the new customs that are adopted by both companies and customers, delivery gains good visibility by expanding its use, in other sectors such as pharmacy it was adopted, mainly during the pandemic. The realized idea of delivery and urban express logistics, understood as fast and small deliveries (FUERTH; DANTAS, 2007), has contributed to the development of the virtual market in Brazil.

### 3 METHOD

This article is a literature review, classified as qualitative research with a focus on document analysis. The main authors highlighted in the study were Fuerth and Dantas (2007), Mendonça (2016), Oliveira et al. (2016), Khattar and Okano (2019), Souza and Salib (2019), Dutra and Zani (2020). To demonstrate the growth of the sector, data from the Webshoppers Report, carried out by EBIT, were used.

The study aimed to portray e-commerce mainly during the COVID-19 pandemic and point out data that show how the population is adapting to this new reality. Whether as a new form of work or consumption, online sales have grown exponentially and tend to increase significantly over the years, as has been pointed out throughout the study.

The metrics used in the study were through research on online sites, reports from logistical organizations, e-commerce specialists, books and articles related to the theme and the daily life of the authors, considering the points of view of consumers and professionals in the area studied and who work directly with online sales, in person and purchase with cross border e-commerce, with the respective suppliers from other countries such as Paraguay, Peru and India.

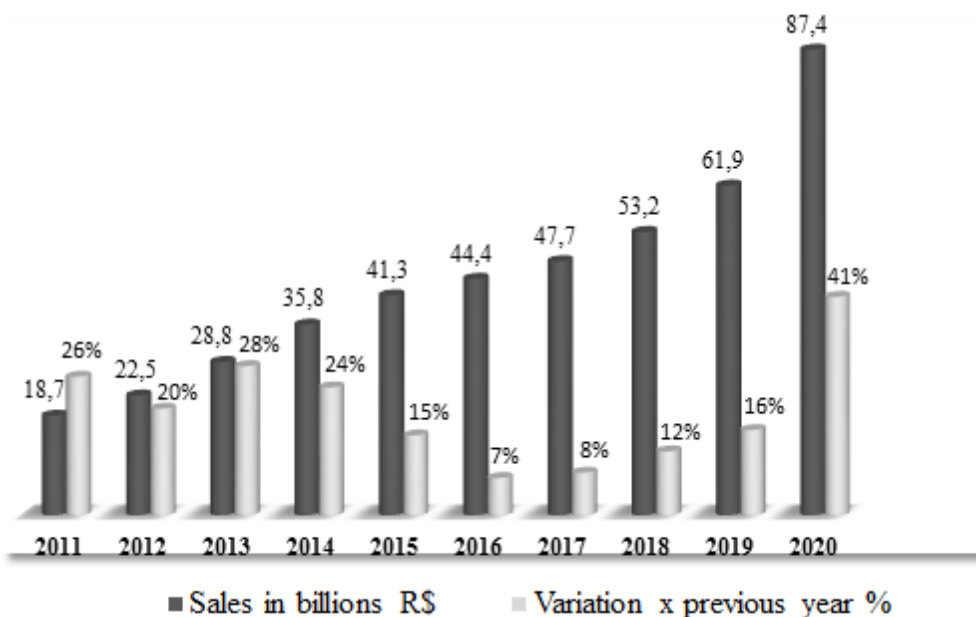
## 4 RESULTS AND DISCUSSION

With the new reality of life due to the COVID-19 pandemic, many consumers and entrepreneurs chose to readapt to this new scenario, stimulating a significant increase in e-commerce, with one of the highest high rates of e-commerce consumption in compared to previous years.

The perspective of buying and selling online has changed a lot in one year, and it can be said that this new reality is good both for consumers looking for practicality and variety on a daily basis, as well as for companies looking for cost reductions, such as for example rent, water bill, reduction in payroll, electricity bill, etc. Taking into account that employees' home office work also reduces fixed costs for organizations. According to Brik and Brik (2013) apud Haubriche Froehlich (2020), they pointed out that previous studies have shown that home office work contributes to companies saving from 30% to 70%.

It is evident that the reliability of the e-commerce market depends on good logistics processes. Logistics is very important for the movement of this type of market, whether for better control of storage and shipment of products, reduction of operating costs, agility for delivery to the customer. However, it is essential that all processes are in tune for greater consumer satisfaction.

Figure 2 - E-commerce reaches the historic mark of more than BRL 87 billion in sales in 2020



Source: Ebit/Nielsen Webshoppers 43 (2020)

On analyzing Figure 2, cross-border e-commerce in the National market had a very large revenue growth in 2020. According to the study carried out by Ebit/Nielsen, revenue was \$87 billion reais and tends to grow even more until the end of 2021. These optimistic results are aimed at expanding e-commerce to more segments that seek to leverage revenues and the number of consumers.

Another sector that grew a lot in the period is the fast-food app marketplace, as previously mentioned by Chevalier (2021), and the author also reinforced that 70% of the survey participants reported ordering through the iFood app using their smartphones, while about 10% said they preferred Uber Eats. The research result may have been influenced by the number of professionals working from home during the pandemic (DUTRA; ZANI, 2020; HAUBRICH; FROEHLICH, 2020). According to Khattar and Okano (2019), the marketplace is one of the great advances of the digital age, expanding commercial transactions in a virtual way between ordinary people and companies.

Observing the development index above 100, it means that the segment in the region is already developed compared to the total of Brazil. As Table 1 shows that the North, Midwest and South are the regions that present the greatest opportunity for development in the country and consolidating the Southeast of the country as the most developed region in delivery in Brazil.

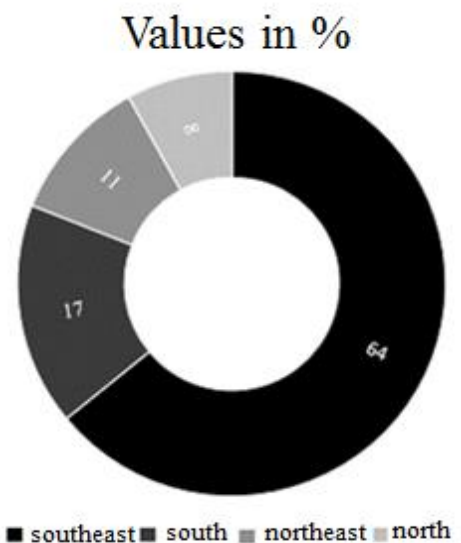
Table 1 - Representativeness of delivery consumption by region

Region	Supermarket	Ready-made food	Pharmacy
North + Midwest	96	95	106
Northeast	105	93	96
Southeast	106	103	106
South	81	101	83

Source: Ebit/Nielsen Webshoppers 44 (2021)

Figure 3 indicates the representativeness of delivery in each region, showing the representativeness of the Southeast region of Brazil, that is, it concentrates the largest number of delivery consumers.

Figure 3 – North, Midwest and South are the regions with the greatest opportunity for development

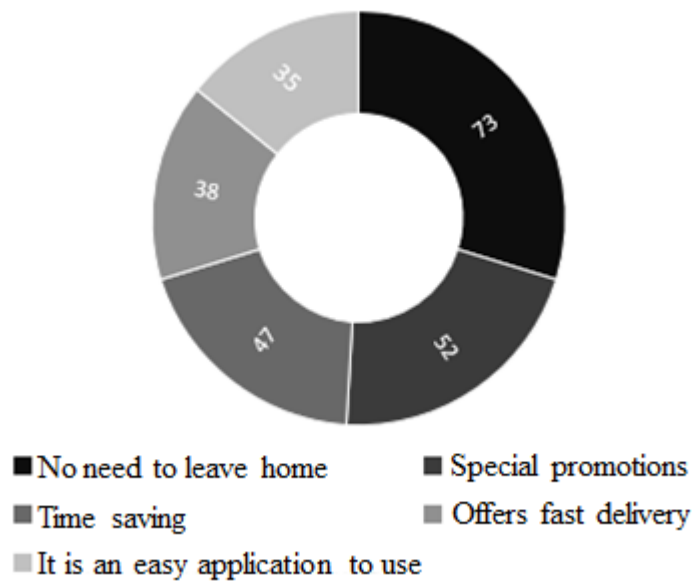


Source: Ebit/Nielsen Webshoppers 44 (2021)

Figure 4 demonstrates the main reasons why consumers choose to make purchases through delivery apps, this explains the strength that delivery has to have more investment in other market sectors and develop even more in Brazil, aiming to be faster and practical to bring the greatest customer satisfaction.

Figure 4 - Practicality and price are the main purchase motivators for delivery apps

### Reason for in-app purchase (%)



Source: Ebit/Nielsen Webshoppers 44 (2021)

E-commerce is increasingly reliable and logistics make it more dynamic and practical for purchasing products over the internet, bringing more comfort and ease to the customer. And urban logistics has been bringing good solutions for e-commerce and also for delivery, with its delivery applications for various segments, helping to meet high demands (FUERTH; DANTAS, 2007; OLIVEIRA et al., 2016;) . Therefore, for consumers, the marketplace provided a lot of ease, with orders being delivered in the shortest possible time; and for companies, it enabled the diversification of online businesses, reducing operating costs, more sustainable cargo transport policies, reaching global markets, with the cross border (FUERTH; DANTAS, 2007; MENDONÇA, 2016; SOUZA; SALIB, 2019).

## 5 FINAL CONSIDERATIONS

With all the information obtained regarding the subject studied, years ago e-commerce was considered a promising market and with the COVID-19 pandemic the process of consolidation in the market accelerated, especially in Brazil and with the experience, the

logistics processes tend to be increasingly agile, resulting in consumer satisfaction of online products.

The marketplace helps many companies sell their products and propagate their VILELA (2021) message/service, customers and consumers also find several promotions in this market niche; which makes it more pleasant and seductive, increasing the need to buy and satisfying their expectations, in addition to being an accessible and cheap way, considering that the consumer only needs a single device connected to the internet to access shopping platforms. .

Therefore, the post-pandemic trend is for new entrepreneurs to enter e-commerce, as it is a market force for the company's growth, reconciling physical and virtual commerce, given that in the competitive market, who has the vision in which e-commerce is not only a strategic planning option, but a necessity, as it has the possibility, with good marketing, to expand the company's brand, which also guarantees greater promotion and market share product.

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