

# International Journal of Human Sciences Research

## **ELECTRONIC COMMERCE IN BRAZIL AND LATIN AMERICA: A LOOK AT THE IMPACTS OF THE COVID-19 PANDEMIC**

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*Pedro Eduardo Ribeiro de Toledo*

Federal University of Uberlândia

- UFU, Institute of Geography -

IGUFU - Surveying and Cartographic

Engineering Course, km 1, LMG-746

Monte Carmelo/MG, Brazil

<https://orcid.org/0000-0002-0553-6037>

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**Abstract:** Electronic Commerce is taken as a guideline for a geographical analysis of its structure and its analysis regarding the recent transformations in the scope of the realization of the merchandise and its spatial logistics from different aspects. Among these, we will present some theoretical sketches about its macroeconomic and structural context and its influence on the current economic scenario in Brazil and Latin America. In December 2019, the world became aware of a new disease that was rapidly spreading to the current evolution in its Pandemic state. COVID-19 is a respiratory disease caused by the severe acute respiratory syndrome coronavirus, SARS-CoV-2. And it had its zoonotic origin and its first case was reported in the city of Wuhan, China. The years 2020 and 2021 will certainly be marked by drastic changes in social behavior as a form of prevention and security, but also by the impacts on the economic field as a whole. In view of this, this work aims to analyze the electronic commerce scenario in the context of macroeconomic transformations and the conceptual approach to Geographic Science.

**Keywords:** Economic Geography, Latin America, Electronic Commerce, COVID-19.

## INTRODUCTION

A resumption of Brazilian economic history in recent decades allows us to recognize a process of change in the commercial structure based on macroeconomic transformations. Such changes have been taking place since the beginning of the 20th century, when productive capital had already reached a certain maturity, as it has been developing since the beginning of the 19th century, and the market begins to be driven both for the realization of the merchandise and for the development of instruments. for demand generation.

The years 2020 and 2021 made businesses carried out electronically gain considerable projection due to the immobility of the population in the context of the COVID-19 pandemic.

That said, this article aims to analyze e-commerce in the context of macroeconomic transformations and its relevance in the face of the COVID-19 pandemic and its impacts on this activity in the Brazilian and Latin American scenario. In addition to presenting the structure of electronic commerce from the perspective of information technologies that dynamize the commerce relationship between society and companies and between companies, as well as an analysis of the theoretical context, in order to establish its relationship with geographic science. . As a way of understanding the approach we give to this topic, we offer an overview of the development of the internet in its period of evolution of the media and its incorporation into the business world.

As a methodological field, this research is based on Historical and Dialectical Materialism, and makes use of a theoretical reading on the concepts that underlie both the perspective of Political Economy and Geographic Science, in addition to the use of secondary and primary data that support the paths theoretical.

Initially, this article will present the relationship between the conception of electronic commerce as a derivative of the innovation process of computing and communication technologies, and its relationship and framework within economic transformations in general. Next, the Brazilian consumer profile data will be analyzed, so that we can establish relationships with the spatial field, in the prospect of small and medium-sized cities. Finally, the field of relationship between e-commerce activity and geographic science

will be established, so that we can close this article with final considerations, despite the authors' conclusions and pointing out investigative paths for geography in relation to this theme.

## **DEVELOPMENT**

### **E-COMMERCE AND THE GEOGRAPHIC APPROACH**

In historical concomitance with the birth of the internet in Brazil, which has its origins in 1988 with the connection between the National Laboratory for Scientific Computing (LNCC) with the University of Maryland, and the connection established between the Fundação de Amparo e Pesquisa do Estado de São Paulo – FAPESP with the Fermi National Accelerator Laboratory in Chicago in the same year, but which only started to become popular in 1996 with an established backbone and two private internet providers: ZAZ and UOL (Universo Online), the Latin America as a whole, with emphasis on the countries of South America, had an outstanding economic and social performance in the first years of the 21st century after the disastrous neoliberal policies that represented a poisonous fruit in the 90s. Currently, these countries have gained negotiating power. in the international division of labor, by the geopolitical shift attributed mainly to the economic development of the People's Republic of China – PRC, p. especially after the 2008 crisis of capitalism.

In this context, and within a commercial and geopolitical scenario, according to some theoretical analyses, the developing countries of the periphery, like Brazil, are being guided by a two-way street in the face of this economic growth in China, because at the same time that become major suppliers of commodities for this country, stop following the path of development of the technology and consumer goods industry, becoming consumers of both the so-called great brands from the United

States and Europe, as well as domestic utilities and the growing branch of telephony and accessories of oriental industries. As Assis e Silva (2000, p. 12123) reinforces:

Our attention here is to highlight, with the help of statistical data from commercial exchanges, how the Chinese need for primary products, in the position of “new factory in the world”, exerts a driving force that drives the ordering of production processes in Brazilian territory, placing them as an exporter of grains, ores, meat, among other primary products and, in correspondence, as an importer of Chinese industrialized products and electronics. It is also appropriate to discuss how these asymmetric exchanges are specialized and divided between different Brazilian states. In order to demonstrate this, we got up, organized in tables and tables and analyzed the following documents: two international agreements signed from the 2008 to 2016 crisis, the Joint Action Plan (2010-2014) and the Ten Year Cooperation Plan (2012 -2021), both signed with the People's Republic of China – PRC. The China Report: Global Investment Directions 2018, produced during the Temer government by the Brazil-China Business Council (CEBC) in partnership with the Brazilian Trade and Investment Promotion Agency (ApexBrasil); the report Vision of the future: 40 years of diplomatic relations between Brazil and China, by the Brazil-China Business Council (CEBC); and, finally, we analyzed and located the statistical data on exports and imports of relations between Brazil and China collected and tabulated from the platform of the Ministry of Industry, Foreign Trade and Services (MDIC).

The new communication technologies provided by the internet, the creation of electronic commerce and the growing number of users have been bringing, to the logistics sector of companies, a growing demand for improvements and agility in their respective logistics sectors. This search for logistical excellence made the market better evaluate those companies that have a better logistical

situation for their suppliers and better logistics for the delivery and insertion of their products in the market, and this logistical structure connects small cities to large urban centers. FIGURE 1 below represents this scenario created between the receipt of “inputs” for the productive sector — represented by the commercial relationship between companies and their suppliers through B2B (*business-to-business*) —, the relationship between merchants and the consumer market through B2C (*business-to-consumer*) and the commercial relationship between individuals through C2C (*consumer-to-consumer*).

The volume of movement of goods over the internet, despite its increasing rates, still represents a small portion of retail as a whole, however, makes existing businesses, especially in small cities, seek to follow this new market trend. Communication technology helped the contact between consumers and the small businesses existing in smaller municipalities, either through the electronic pages that carry out sales, or the simple dissemination of existing products in the physical store. This new perspective opened the field for

companies linked to the development of pages (sites) and other structures on the internet.

As a way of geographically reading this theme, we can say that this process brings great spatial dynamics through the construction and rearrangement of fixed lines and the large volume of flows in the understanding of productive and market adequacy in the macroeconomic order — therefore, in the understanding of this dynamics of geographical order, where throughout the process of development and improvement of communication networks, small municipalities were inserted in the current scenario of reproduction of the capitalist system, through the supply of consumer demand through electronic commerce (where the physical stores located in these small municipalities are not able to meet the consumption demand that increasingly presents itself as global).

Thus, technologies in the automation sector, which encompasses media, are what give unity to this process. The space was organized and shaped to dynamize the flow of raw materials, production and goods through

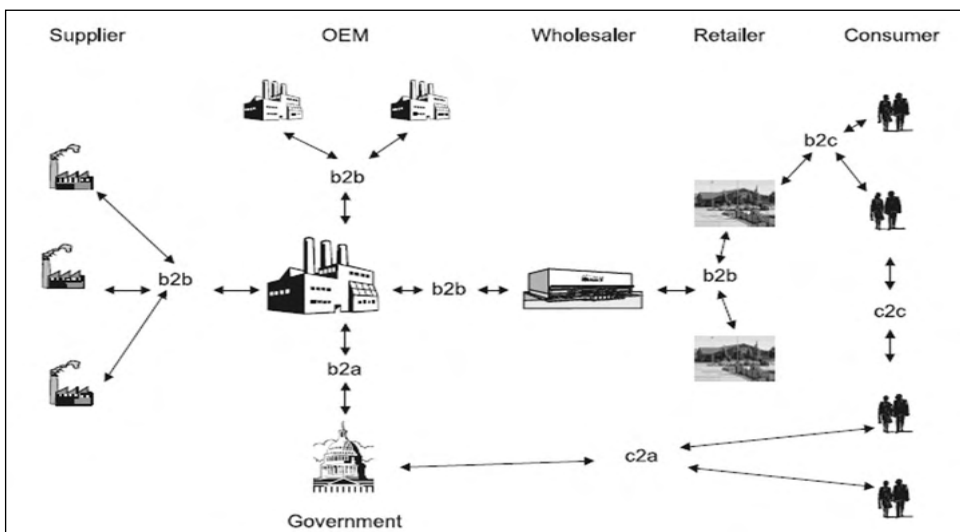


Figure 1 - Logistics and Types of E-Commerce.

Source: TEZZA et al., 2008, p. 4.

the developed industrial matrix, in this new perspective. The infrastructure present in the same space becomes subject to conceptual revisions on the materialization of objects and equipment of this new order, making it possible, as already highlighted, to establish the role of electronic commerce, as a means of reproducing the capitalist system, in large, medium and small cities.

Manuel Castells makes important considerations about the use of internet technology in the productive and business sector.

The internet is transforming the practice of companies in relation to their suppliers and buyers, in their management, in their production process and in cooperation with other firms, in their financing and in the valuation of shares in financial markets. The proper uses of the internet have become a decisive source of productivity and competitiveness for businesses of all kinds. (Castells, 2003, p. 56).

In the geographical analysis, Milton Santos explains the influence of technological innovation in space in general. According to him, technological innovation created a series of objects in space, streamlining the flow of goods and information that underpin the consolidation of capitalism; above all, he created a medium that he called technical-scientific-informational, for which "Space becomes fluid, allowing factors of production, work, products, goods, capital to have a great mobility". (Santos, 2005, p. 42). Such technical-scientific-informational means would be:

[...] the terrain of choice for the manifestation of mature capitalism, and it also has the strength to create it. They are two sides of the same coin. Therefore, this technical-scientific environment is geographically differentiated, that is, continuously in some continuous areas already mentioned, and in a dispersed way in the rest of the country. The tendency, however, in all cases, is the

relatively rapid conquest of more areas for the technical-scientific environment, unlike the technical environment, which preceded it as a geographical form and spread relatively slowly and certainly more selectively. (Santos, 2005, p. 43).

In this sense, as highlighted by the works of Professor Milton Santos, the so-called "geographic space" is established as a category of analysis for representing a dimension beyond a concept, however, concepts such as territory, region, place, among others are derived from of this category of analysis, in addition to all the derivations of these concepts to the example of territorialization, regionalization, among others.

Another perspective to be highlighted in this context is the constant search on the part of the e-consumer for logistical agility in the realization of their purchase. In this sense, what we have been following in our observations on the market is a search on the part of large and small companies to meet this demand, not only by installing new Distribution Centers as happens in large companies such as Atacadista Martins, Magazine Luíza and others in the Wholesale and Retail sectors, but due to the entrepreneurship of small companies linked to e-commerce, which are the result of studies of regional potential in the relationship between supply and demand, better spatial incentives in relation to urban taxation and better logistical service, both for the consumer located in these small municipalities, as well as providing inputs for the small businesses present in the city.

The store linked to the clothing sector in small towns has the general characteristic of selling by multi-brands, as its demand by local consumers is small for each brand offered by it. Thus, the presence of large franchises in small towns is not a common feature. In this sense, these multi-brand stores are often served by direct suppliers, or by purchases made over the internet.

B2B (Business-To-Business), a branch of electronic commerce that is characterized by the relationship between companies through the commercialization of products and inputs for production, or the relationship of small entrepreneurs in the same branch linked by a franchise, such as case of the list of small supermarkets linked by the Smart Supermarkets Network, of the Martins Group.

When analyzing the case of large corporate groups such as Martins, it is important to establish connections with a larger idea. Therefore, when analyzing Chandler's (1988, p. 264) note on the multi-unit company, we can see Brazilian business cases, such as the retailers worked on before:

The modern company manages several divisions, factories, mines and other complexes in one or more basic economic activities of production, distribution, transport and financing in dispersed places and, often, in different industrial sectors. Its managerial hierarchy performs its primary functions through a specific organizational structure and control system. The modern company, as defined above, emerged and prospered in sectors of the economy in which it was able to coordinate production units more efficiently than market mechanisms, reducing unit costs and increasing productivity.

Thus, the field of work for the administrative sector becomes fundamental, as competition between large groups is a market game that can only be won with good strategists. Chandler's (1988) idea of multi-unitism is directly linked to market dominance through scope, which is only possible through the consolidated brand.

It is in this space whose construction logic and whose dynamics differ from those of the traditional geographic space that we see scope for geographic analysis; that is, in this logic we see a space to apply concepts of geography. This parallel and virtual space whose existence is driven by e-commerce and e-business we call here "e-space". Thus, in the

proposal of this work, the "e-space" becomes a proposal for a geographical concept when we refer to the analysis of spatialities created in the virtual world. This perspective, in our reading, is focused on economic dynamics, but it can be realized through other prisms.

After this resumption of the birth of the internet, the roots of its incorporation for economic purposes and its first parallel with geographic science, we will next analyze electronic commerce in its theoretical face to draw new parallels with geography.

### **THE COVID-19 PANDEMIC: A NEW REALITY FOR THE COUNTRY IN 2020 AND 2021**

According to data from E-Bit, Grupo Buscapé's electronic portal, which evaluates and generates census data on consumption and consumer satisfaction on the Internet, despite the drop in the rate of variation in the increase in consumption through electronic commerce by the following data: Variation from 2012 to 2013 (28%), 2013 to 2014 (24%) and from 2014 to 2015 (15%), e-commerce showed an increase in its revenue: 2013 (28.8 billion reais), 2014 (35.8 billion reais) and in 2015 (41.3 billion reais), and the increase in the number of active e-consumers decreased significantly in the variation indices from 2013 to 2014, where we went from about 31 million to 38 million, in relation to the variation from 2014 to 2015, where a little more than 1 million e-consumers were added, and we reached the final number of 39,141,590 e-consumers in 2015.

In 2019, the year before the COVID-19 pandemic, e-commerce grew by 16%, increasing its revenue by 4 times compared to 2010. Invoicing in 2011 was 18.7 billion reais and in 2019 it was 61.9 billion reais, with the significant increase in the number of orders being the factor that boosted e-commerce in 2020, with the variation in the average ticket

percentage being -4.7% between 2018 and 2019, and the variation in the number of requests was 20.1% between these same years of analysis.

The data presented by E-Bit through its Webshoppers Magazine, there was an increase of 10.7 million new consumers on the internet, meaning an increase of 9% in the total number. E-Commerce revenue from purchases made via smartphones or other mobile devices was 25.9 billion reais in 2019 in 68.5 billion orders, with an average ticket of 378 reais.

The first cases of the new coronavirus were recorded on December 26, 2019 at a hospital in the city of Wuhan, which is the largest city and capital of Hubei province in China. The common thread among the patients is that they were all regulars at a wholesale animal market. On February 3, 2020, the first article about the first patient reported in Wuhan was published in Nature Magazine, according to Wu, F., Zhao, S., Yu, B. et al (2020):

Here we study a single patient who was a worker at the market and who was admitted to the Central Hospital of Wuhan on 26 December 2019 while experiencing a severe respiratory syndrome that included fever, dizziness and a cough. Metagenomic RNA sequencing<sup>4</sup> of a sample of bronchoalveolar lavage fluid from the patient identified a new RNA virus strain from the family Coronaviridae, which is designated here 'WH-Human 1' coronavirus (and has also been referred to as '2019-nCoV'). Phylogenetic analysis of the complete viral genome (29,903 nucleotides) revealed that the virus was most closely related (89.1% nucleotide similarity) to a group of SARS-like coronaviruses (genus Betacoronavirus, subgenus Sarbecovirus) that had previously been found in bats in China<sup>5</sup>. This outbreak highlights the ongoing ability of viral spillover from animals to cause severe disease in humans.

On January 5, 2020, the World Health Organization - WHO makes its first statement on the subject, and informs that there are

already 44 cases of the so-called "pneumonia of unknown cause" in Wuhan. On January 9, the genetic code of the new coronavirus is released. On January 28, the WHO recognizes that the risk of an epidemic in the world is high from that date onwards. The study of the disease published in the journal Nature as mentioned above, already stated the existence of 1975 cases registered on January 25th in Wuhan. On February 9, 34 Brazilians who lived in the city of Wuhan were repatriated and were in isolation for 14 days in the city of Anápolis. On February 21, the list of Southeast Asian countries on alert for the new coronavirus expanded. On February 26, the first case of COVID-19 was recorded in Brazil through a patient who had traveled to Italy, and on February 27, the number of cases being monitored by the Ministry of Health rises to 132. On March 5th, the first internal transmissions in the country are confirmed, raising the number of infected to 08, and on March 09, the number of infected people was already 25.

On March 11, 2020, the WHO declares the Coronavirus Pandemic status. On March 17, the first death in Brazil from COVID-19 was recorded by a 62-year-old man. In this same, the number of deaths registered in the world in 24 hours was 820, and in just one month later, on April 17, 2020, the number of deaths registered in the world in 24 hours was 8,493. In Brazil, on the same date, the sum of the number of deaths recorded in 24 hours was 217. From that date onwards, the numbers of infected people and deaths in Brazil grew exponentially. The months of May, June and July well characterized what we call the "first wave", where the number of new infections and deaths reached high levels, where on June 04, 2020 the number of deaths recorded in 24 hours was 1473. Actions to contain the circulation of the population were adopted by governors and mayors, and the data showed a

decrease in the numbers related to new cases and number of deaths, where on November 10, 174 deaths were recorded in 24 hours. With the end of the year approaching, and the vacation period for a large part of the Brazilian population, the months of March, April and May 2021 were characterized by the existence of the “second wave” of contagions, and in the transition from the 7th to the On April 8th, the country recorded its record number of 4,249 deaths in 24 hours, and on April 6th, the number of deaths recorded in 24 hours was 4,195.

With regard to Latin America, countries such as Argentina recorded figures consistent with countries that had the impacts of COVID-19 mitigated by public and health policies to contain the contagion. On June 15, 2021, the country recorded 586 deaths in 24 hours, reaching its highest number since the beginning of the pandemic. In this same context, Bolivia's record number was 164 on June 12, Venezuela's 21 deaths in 24 hours on June 16, Chile's was 231 deaths on June 13, 2020, Peru had 1,036 deaths in 24 hours on April 11, and Mexico had 1,474 deaths in 24 hours recorded on April 11, 2021.

COVID-19 data on deaths per million people at the end of May 2021, according to a publication by Our World in Data linked to the University of Oxford, point to Brazil in 9th position, with 2,173, behind small European countries. as the 3rd position belonging to Bosnia and Herzegovina with 2,807 and the 1st position belonging to Hungary with 3,077 deaths per million. However, the data place the country in 2nd place in absolute numbers, exceeding 461 thousand dead, compared to the 594 thousand in the United States of America, which in proportional numbers is, according to the data, in the 17th position.

The COVID-19 Pandemic that is still in effect has already accounted for until today (06/09/2021) in the world, according to data

presented by Dasa Analytics, 173,997,437 of contaminated and 3,747,371 million fatal cases. In the United States of America, the total number of cases registered to date is 33.4 million and 598,000 fatal cases, 373 of which in the last 24 hours, however, the USA has already started its process of vaccinating the population in December of 2020, and despite still registering a significant number of fatal cases per day, these numbers are far below the fatal cases already recorded in the country related to deaths in 24 hours. On 02/05/2021, the country recorded 5,282 deaths in 24 hours from COVID-19, a data that presents about 2,200 more people than the number of deaths in the attacks of 09/11/2001.

At the present time, the main concern of nations is to vaccinate their respective populations as soon as possible, to prevent the continuation of the proliferation of the SARS-CoV2 virus, through new strains, which can become immune to vaccines made by science until the end of the day. time. In this sense, Brazil and India are highlighted in the international media, as they are still showing high numbers of cases of contagion and deaths, where India accounts for 29.1 million cases of contagion and 354 thousand fatal cases. Brazil, which has already gone through two waves of aggravation of the disease, through the high number of contagions and as a consequence of the number of accumulated deaths and fatal cases in the period of 24 hours, registers so far the sum of 17,044,942 deaths. infected and 477,504 deaths recorded, with 2,614 deaths in the last 24 hours, representing 25.11% of the total of 10,410 deaths recorded in the world in the last 24 hours.

Given this scenario, Brazilian data regarding contagion and the number of deaths fluctuate according to the restrictive measures imposed by mayors and governors imposed on the population of states and municipalities. What we follow from the data is that after a



period of opening of traditional commerce, major holidays and festive dates, and the little restriction on the movement of people on the streets, the numbers of infected people and deaths grow again, in addition to saturating the beds of Intensive Care Units in hospitals. With this growth in numbers and as a way of not aggravating the impossibility of service in the ICUs of hospitals, the measures are imposed through the closing or management of business opening hours and the closing of bars and leisure places.

Such impositions on the retail trade as a matter of health safety, boosted the adoption of new sales channels that range from the simplest form, such as the use of the Whatsapp application, to more complex aspects such as the implementation of electronic platforms, improvement of the electronic marketing sector and establishing a partnership between small merchants in traditional retail with older platforms in the department sector as we will see below.

Brazil, which has already gone through two waves of aggravation of the disease, through the high number of contagions and as a result of the number of accumulated deaths and fatal cases in the 24-hour period, has so far registered the sum of 28.8 million of infected people and 650 thousand deaths recorded, with 246 deaths in the last 24 hours (03/02/2022) according to JHU CSSE COVID-19 Data.

The symptoms of this new disease are quite varied and the process of development of the virus in people varies from asymptomatic cases to fatal cases. As it is a disease acquired by the contact of the virus with the mucous membranes of the nose, mouth and eyes, the agglomeration of people greatly facilitates the transmission of the virus, making distancing between people the most effective form of prevention against the proliferation of this disease. . As a reference, in May 2021, we exceeded the mark of 450,000 deaths in

Brazilian territory and we still do not have an expected end to this pandemic, despite the vaccination process having already started on January 17, 2021, but still presenting very below what is necessary for the protection of the population as a whole. In this sense, due to the isolation of people in their respective homes and the lack or precaution of access to commercial establishments, the activity related to Electronic Commerce has grown significantly. On the current date (02/03/2022) the country registers 393 million doses applied, with 155 million people fully vaccinated, representing a percentage of 73% of the Brazilian population, according to data from Our World in Data.

In Brazil, E-Commerce grew 16% in 2019, increasing its revenue by 4 times compared to 2010. Invoicing in 2011 was 18.7 billion reais and that of 2019 was 61.9 billion reais, The significant increase in the number of orders is the factor that boosted e-commerce in 2020, with the variation in the average ticket percentage being -4.7% between 2018 and 2019, and the variation in the number of orders being 20.1% between these same years of analysis.

The data presented by E-Bit through its Webshoppers Magazine, there was an increase of 10.7 million new consumers on the internet, meaning an increase of 9% in the total number. E-Commerce revenue from purchases made via smartphones or other mobile devices was 25.9 billion reais in 2019 in 68.5 billion orders, with an average ticket of 378 reais.

Thus, for the traditional retail trade, the year 2020 meant the exposure of weaknesses in the activity when what is placed on the sides of the scale is the safety of people and the appreciation of life. The Supervarejo Magazine article on December 22, 2020, summarizes the situation imposed by the adverse conditions of this activity in the face of the COVID-19 pandemic, making use of a phrase by Albert

Einstein: "Life is like riding a bicycle. balance, you must keep moving." With the "lack of mobility of the general population", the retail trade sought rapid adaptation and new channels of communication with its customers, and came to the conclusion that the paradigm between supply and demand changed the power into the hands of its customers, who also had to adapt to this "new reality" that was sometimes met by the adaptation of the small fruit and vegetable retailer or by the large supermarket and store chains. space for consumers to discover that their needs were met, which sometimes offered them more competitive prices, as long as they "paid the price of waiting".

This waiting time, which since the beginning of e-commerce activity was considered the "Achilles' heel" for the activity, has been improving in recent years, but has gained greater efficiency in some e-commerce platforms in recent months, such as the market that offers the possibility of delivery on the business day after the day of purchase in the "Full" option available on some products, for an increase in the freight cost. In August 2020, Magazine Luiza announced the acquisition of Unilogic Media Group and Canal Geek Internet (Canaltech), and the Inloco Media platform with the intention of boosting its online advertising. In March 2021, the company acquired VipCommerce which is an e-commerce platform specializing in food retail. This platform is characterized in the e-commerce sector as a marketplace, where small retailers connect to Magazine Luiza's marketplace, and create digital stores for desktop and smartphones.

Thus, with the pandemic scenario present in the two semesters of 2020 and still present in the first semester of 2021, despite the vaccination process having started at the end of 2020 in the USA and in European countries, the circulation of the virus is still "facilitated".

” by the population of the countries of the center of capitalism and aggravated by the late vaccination policy in countries like Brazil. In this sense, in the pre-COVID-19 period in the Brazilian economy, which runs from January 5 to March 29, 2020, revenue increased by 19% compared to 2019, 16% with respect to the number of orders and 3% with in relation to the average ticket. In the period during COVID-19, included in the survey April 5th and June 28th, these same data showed a significant increase, with sales increasing by 70% compared to 2019, 59% compared to the number of orders and 8% in relation to the average ticket compared to 2019.

These data were mainly driven by the growth of 2.2 billion reais billed in 2019 with Mother's Day and 3.7 billion in 2020, which we still consider a period of adaptation of the consumer market, and the jump of 2.2 billion of reais billed on Valentine's Day in 2019 and 4.2 in 2020.

Regarding the closing data for 2020, the Webshoppers report number 43, shows us that total revenue accounted for 87.4 billion reais in 2020, which represented an increase of 41% compared to 2019, with 47% in the first semester and 37% in the second semester when the country was going through a period between the first wave and the second wave of mass contamination. The pandemic scenario also added a total of 13.2 million new users, representing a 23% increase over the previous year. The average ticket spent among recurring consumers increased from R\$434.00 in 2019 to R\$453.00 in 2020, and from R\$404.00 in 2019 to R\$443.00 in 2020 among new consumers. Purchases made in the automotive sector had a negative percentage of -46% in the number of orders and a significant increase in the Pet Shop sector, which increased by 143% over the previous year.

## FINAL CONSIDERATIONS

The trend for e-commerce activity is to lose acceleration as the scenario returns to normal, but the significant increase in the number of new users, the increase in consumption via mobile devices and the promise of the arrival of the 5G network in the country, motivated the emergence of more companies in the sector, and the innovation of companies that have their electronic platform to many to add greater expertise in the marketing sector and to create new environments for carrying out electronic business, such as the creation of new marketplaces. These changes can become the basis for changing some future paradigms within the activity, optimizing the production chain more quickly, creating new technologies for this optimization in the dialogue between companies, between companies and their consumers, and also creating greater efficiency in the delivery logistics by “shortening the path” between suppliers and customers via large platforms of traditional companies in the sector, and as a consequence of structural unemployment in the country, promoting the “uberization” of deliveries to homes, thus creating new perspectives for geographic analysis.

The significant increase in e-commerce invoicing in 2020 and in the first half of 2021 is also a reality for other Latin American countries. According to data from the Cámara Argentina de Comercio Electrónico – CACE, the e-commerce activity had a turnover of \$905,143 million Argentine pesos or 47.97 billion reais in currency conversion between countries (1 Argentine peso = 0.053 reais / June 2021), representing a 124% increase in its revenue in 2020 compared to the previous year. According to the Electronic Commerce Committee, linked to the Santiago Chamber of Commerce:

This 2020 has been a year in which we have all had to adapt in some way, whether in the way we work, buy, or live in general. It has also been so for our respondents, who declare important changes in their purchasing habits, for example, 65% indicate avoiding going to shopping centers and 44.2% to supermarkets. 60% indicate that they use the online channel more frequently to make their purchases. According to Nielsen data, this channel increased its penetration from 9% to 25%, with an increase in purchase frequency this year from 3.1 to 4.4, mainly driven by supermarkets.

The growth of businesses carried out over the internet created the opportunity for new economies that are added and support for the growing enjoyment of electronic commerce in small cities. In addition to physical commerce seeking its insertion in commerce through virtual means, electronic portals for direct sales to the consumer were also created (11) or the so-called marketplaces that characterize as electronic portals that establish dialogue between consumers and small businesses who sell products through the Internet.

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