

The success and failure in the economic impact of E-commerce on Egyptian economic market
A comparison study of Egyptian market in Amazon and Alibaba

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Abstract

The main purpose of this research is to Study the impact of online shopping on the economy and talk about two of the largest e-commerce companies in the world: Amazon and Alibaba. The problem in how the digital strategies and capabilities can help building and success these two companies and tracing past and present financial assets through a connected electronic environment in the United States and China. The method by Studying its huge sales volume sufficiently and extensively along with previous studies of competition by using internet between these two companies with (the method was 350 questionnaire). Examine marketing strategies, economic scope, client opinions, the many challenges they faced, and the key results in factors that contributed to their widespread success. It cannot be ignored that the COVID-19 virus disaster may have been a factor in exceeding revenue expectations in both companies due to social distancing and closed shops.

Keywords: growth rate, stock exchange, sales rate, Covid 19, inflation

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النجاح والفشل في التأثير الاقتصادي للتجارة الإلكترونية على السوق الاقتصادي المصري

دراسة مقارنة للسوق المصري في شركة أمازون وعلي بابا

اسم الباحث *

ملخص باللغة العربية

الغرض الرئيسي من هذا البحث هو دراسة تأثير التجارة الإلكترونية على الاقتصاد والتحدث عن اثنتين من أكبر شركات التجارة الإلكترونية في العالم: أمازون وعلي بابا. المشكلة في كيف يمكن للاستراتيجيات والقدرات الرقمية أن تساعد في بناء ونجاح هاتين الشركتين وتتبع الأصول المالية السابقة والحالية من خلال بيئة إلكترونية متصلة في الولايات المتحدة والصين. الطريقة من خلال دراسة حجم مبيعاتها الضخم بشكل كاف ومكثف مع الدراسات السابقة للمنافسة بين هاتين الشركتين بـ (350 استبيان). فحص استراتيجيات التسويق والنطاق الاقتصادي وآراء العملاء والتحديات المختلفة التي واجهوها والنتائج الرئيسية في العوامل التي ساهمت في نجاحهم على نطاق واسع. لا يمكن تجاهل أن كارثة فيروس COVID-19 قد تكون عاملاً في تجاوز توقعات الإيرادات في كلتا الشركتين بسبب التباعد الاجتماعي والمحلات التجارية المغلقة

الكلمات المفتاحية: معدل النمو ، البورصة ، معدل المبيعات ، كوفيد 19 ، التضخم

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1.Introduction

increasing the role of technology in the beginning of the twenty-first century, it is a factors in facilitating the activities and procedures of new projects to change its structure and management trends, and one of the core direction is that online shopping becomes the developed trend in the global transactions due to the communications progress that man has achieved in business. (Ahmed Nassib, 2019)

in the light of the new developing of technology and with the period of cov19, E commerce became the famous method in this era, as social factors and being out of work place encourage clientss to shop online, and this led to the World Trade Organization indicating that this time is the right time for E-commerce to save the global trade and to intervene with strength and vitality and to prove the importance of online shoppingand its effectiveness in the field of commerce and e commerce shopping. (Wadhwa, 2020)

Alibaba is one of the most successful e commerce company , its origin in China, while the other company Amazon from North America, with most industries hit hard by the pandemic commerce has changed the shape of trade after cov19, The clients has become more aware of using the internet as he turned to e commerce shopping, and this has led to an develop depending on e commerce shopping, as it is often the first choice during epidemics. (Quanta Yang, 2022)

2. Research problems

The research problem for this study would be: "How do Amazon and Alibaba, two of the largest e-commerce companies in the world, operate and compete in the open market in many regions with diversity of business trades, and what are the core trends that push to their develop and growth?"

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To explore this research problem, potential research questions could include:

1. What are the main changes in the online business models between Amazon and Alibaba, and how that can persuade clients in different market needs and clients requirement?
2. How do Amazon and Alibaba adapt to the rules challenges and cultural differences when support the footprint in new particularly in developing countries?
3. What strategies do Amazon and Alibaba follow to provide goodss satisfy the clients and develop brand spread in highly competitive e-commerce markets?
4. How do Amazon and Alibaba use technology and creativity to support client experiences, streamline operations, and develop efficiency and profitability?
5. What problems do Amazon and Alibaba find in balancing their growth and expansion goals with sustainability and social issues concerns, and how do they clarify these troubles?

To answer these research questions, a comparative case study methodology could be used, focusing on the operations and performance of Amazon and Alibaba in different countries and regions. Data sources could include company reports, financial statements, news articles, academic literature, and interviews with key stakeholders. The case study could also consider broader industry trends and regulatory frameworks that shape the e-commerce landscape.

3. Research Aims and objectives

The aim of this research is to examine and compare the e-commerce operations, growth strategies and competitive performance of Amazon and Alibaba across different global markets, and identify the key success factors that contribute to their sustained expansion and profitability.

4. Research importance

The importance of the research comes from the great importance that information and communication technology has become, especially with regard to the economy and global trade, as the changes have become successive and rapid, and it has become necessary to follow up on this transformation and progress.

The Cov19 pandemic helped boost the trend towards electronic business transactions. In addition, as a more liquid and safer alternative to traditional transactions, this study gains importance by reviewing the main studies related to e-commerce globally, regionally and locally, and clarifying the components of e-commerce and its economic impact, as well as determining the impact of e-commerce on global economic growth.

5. Research limitations

The research results can be generalized due to the following: -

- The research will focus on all world
- The research period will be applied from 2015 to 2022
- The research is limited to growth rate, stock exchange, sales rate, covid 19 and Inflation.
- The research will be affected by Covid-19.
- The research will be affected by the economy.
- The research will application on about two of the most important e-commerce companies in the world.

literature review :

(Dimash, 2011) explained trade in general has known many progress over many centuries, and perhaps what distinguishes this activity in today's era is the growing role of technology and the pursuit of maximum benefit from its benefits to practice a modern style of exchanges known as electronic commerce, which has emerged as a modern method To display goods and

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services and conclude deals electronically, this trade was able to spread widely in a short time, and its importance developed and gained general acceptance, as it took its global position in global trade relations with very impressed developing. Online shopping has become a reality not only in developed countries, but also exists globally.

The study finds that despite the increasing trends towards electronic commerce, this does not preclude saying that the matter involves many challenges that made the countries of the world not benefit from online shopping to the same degree in experience. And the desired launch, and the adoption of this pattern of exchanges is still modest and in its early stages.

(Al-Husseini: 2017): Entitled: "E-commerce and its Effects on Economic Growth in China":

The study aimed to identify the impact of online shopping on economic growth in China.

The finding of the study showed that there is strong relationship between e-commerce and economic developing in Egypt ,China, and the Internationally, that has also been shown to spread and stimulate trade Networks played a core function electronically, through the different services it provides to all parties to the transaction, and its importance is highlighted by control costs and give a new chance for the spread of goods and services and get easily to access the global markets, that bring a competitive advantage for enterprises.

The study recommended the need to support the integration between Arab courtiers in the telecommunications sector and information technology, with an desire in spreading technical awareness in educational and research companies, as appropriate the technological world, and the need for appropriately support electronic systems for shopping in the

Arab region, This removes the lack of economic trade dealing with e-commerce in the Arab countries.

Karam Muhammad, 2021), the aims in considering the Cov19 as one of the emergency disasters that affected and continues to negatively affect all aspects of trade, including the spread of trade, buying and selling products in traditional transaction. E-commerce has been affected by the tools used by governments regarding the avoiding of infection, and through research it becomes complete to us the quality of this effect, and its explanation in the spread and prosperity of contracting individuals and small and large enterprises through online platform.

"QahmazSafa" entitled: "E-commerce as a tool for competitors in the markets." Global, a case study of Saudi Arabia, Egypt, and the Emirates, this aims to explain the role of online shopping in adding and improving the competitiveness of Arab sellers.

In trade markets, the study concluded a set of findings, the most critical of which is that trade electronic is a developed approach to business based on information and communication technology especially the e commerce, to complete all operations related to concluding deals between multiple parties, whether they are companies, government agencies or individuals.

7.Ecommerce overview

7.1 Introduction of E-commerce

The world has witnessed a tremendous progress in recent years in the life of communications and satellites, and this has been reflected in the progress of the concept of electronic commerce, which began as a form of commerce depending on the Internet, as this term was effective.

The e commerce is one of the most important creation of this markets, which was able to reduce distance between the countries of the global traders in a way that was not previously

imagined, and this change affect on the level of growth of online shopping and developed investment in it significantly through global companies that trade billions of dollars in a few minutes via the Internet, and therefore it has become The world looks at e-commerce as an alternative to traditional trade in the trading process, but the matter requires controls and foundations to ensure

the functioning of the commercial develop, and this is what we learn about through this topic.

And according to the chhange of the using Internet, the interest in online shopping in the field of information and communication technology, where the global network of information "the Internet" or what is known plays a role in completing trade business in its modern and contemporary form. There is a great trend of develop from the common form of trade to the developed electronic form, and online shopping has become a tangible reality identifying the current develop. (Mohamed Al amin, himaity, 21stcentry technologies,2019, p .30.31).

7.1.1 The Advantage of E-commerce

The advantages of e-commerce for the client:

Firstly Saving time and effort: The electronic markets (e-market) are open continuously, and the client can buy from home choosing from one platform to another, just as he does not need to wait in the crowed stores in line to choose goods, so the buying of a specific goods by the clients need nothing but internet for buying goods and the system of paying for it through the credit card, and this is by entering some information about the payment card or using another payment method such as electronic money (e-money).

The second advantage is Freedom of News: E-commerce provides the possibility of shopping at the level of virtual markets (virtual-market) or virtual stores (virtual-store) on the platform on Internet, in addition to this, it provides the clients with complete and accurate information about the goods offered within minutes, something that you do not find in traditional markets or traditional stores, and if there is one, it may take days or weeks.(Malloy,2019,p.9).

The advantages of e-commerce for the community:

the E-commerce allows the individual to startup the project from his home and saving the time used for shopping, which affect the traffic congestion in the streets and reduce consumption of fuel and gasoline, which leads to a limit in air pollution.

Creating self-employment opportunities, especially in foreign trade, which is considered an essential field in e-commerce, and working in small and medium enterprises that are connected to global market sat a small cost.

Ecommerce facilitates the in access of public services to individuals such as educational health care and governmental social services at a low price and standards of quality.(Danielle Zanzalari,2022).

The advantages of e-commerce for companies:

the saving of cost of establishing electronic stores compared to the high cost of starting with traditional stores, which is reflected in the cost of completing business deals.

for companies in saving money of postal correspondence and communications and compensating them with data in the internet exchange and no need for advertising costs and other admission costs, and thus lowering the cost of goods, which will inevitably lead to get high profits.

companies relying on e-marketing get the opportunity for them to provide their goods and services around the global market

and all twenty four hours without any interruption and at a reduction in cost, which gives them the chance to get directly into clients and thus reap revenue and profits.(Sofian,2014).

7.1.2 The disadvantage of E-commerce

Firstly, the need for e commerce identity verification. When a visitor goes to an e-commerce web site and signs up, you need to somehow grantee that this is the legitimate person who wants the product. This way, you will avoid fraudulent accounts or bots – which can increase the revenue losses when it comes to cash on delivery (COD) purchases (when using an invalid or fake phone number or address).

The second disadvantage is E-commerce does not allow you to see and use the goods before you buy, in many cases, clients want to see it physically before they buy it. E-commerce does not let that happened. If you buy a music system, you can't play it e commerce to check if it sounds right?

Third, anyone can own an a platform online. We live in an age where e commerce store front providers give you a possible access to a new start up for online store in a matter of minutes. You've tried it, and it's possible to set up a basic store in just about 10 minutes.

Fourth and finally, Safety, when making a process online, you are required to provide at least your credit card information and mailing address. In many cases, e-commerce sites can collect other information about your e commerce procedures and what they like. It can lead to credit card fraud or worse, identity theft as this is one of the most way in e-commerce pitfalls to give up.(Prasanna, ,2023).

7.2 The economic effects of E-commerce

E-commerce is expected to leave multiple horizons and many areas, the most essential of which is the economic field. It is

hoped that e-commerce will have positive integrated affects on multiple economic aspects. In this regard, it suffices to point out that the success for updating technology in this field; the United States of America was able to achieve an annual growth rate of more than 4%.

To properly assess the economic importance of e-commerce, what is meant by it should be clearly defined, because if it was meant to be paid without grantee through electronic credit cards only, it would be a trend of progress to say that it has expanded significantly, but it is known – through extra potation of e-commerce trade - that this It is only an aspect of internet use. In addition to the foregoing - and it is also important - the completion of buying process has become done in an electronic way, and what is already observed is that the Internet now allows, in an easy way ,to complete all forms of commercial exchanges, or as some say, it can carry out an integrated set of services(Al-Husseini,2017, p.120).

7.2.1 The economic effects of E-commerce at the business sector level

The most prominent economic benefits of e-commerce obtained at the level of companies and commercial companies are summarized as follows:

1. Expanding the scope of the market

as online shopping works to grow in the frame of the local market as well as access to international markets and invent new stores that were hard to access with a traditional trade, because the practice of trade via the Internet makes buying of goods and services possible to the wide possible number of clientss.

This allows even small and medium enterprises to be start business the local and global markets, which gives more opportunity to the clients to choose from the goods offered. The easy and effective start up at the local and global markets for businesses is one of the direct benefits of e-commerce that

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relies on the Internet. Therefore , anyone can start a business in an e commerce merchant at very low costs.

2. Increasing competitive advantages

Competitive advantages are belong to the microeconomic level, meaning that the business model can compete in a goods or service in the international market despite the limitation of a comparative advantage at the stage of the sector within the local market, and it is certain that the many advantages of online shopping such as decreeing costs and growing The evaluation of the market clarify more creativity and innovation for companies that use electronic commerce, which enables some business to start and develop competitive advantages. Where the expansion of online shopping leads to many changes in the activity of companies, the most critical of which are the following:

a- Changing the pattern of the organization's strategy:

The wide use of online shopping in the activity of companies leads to develop the model and strategy of the company, as well as in its organizational structure, where the so-called electronic merchant and virtual projects appear, which is an company without a physical presence, that is, it does not have a headquarters for office, but it operates from Through the Internet in electronic space by dealing with many companies and clientss through the global information network. E-commerce also gives the start up with the advantage of being present in regional markets without a money to open new offices in different countries, which greatly reduce costs, and this is coupled with the speed of start a project through electronic commerce, where gives information at a huge speed

and on a wide range helps to accomplish the planning tasks of the company more efficiently.

b- Change in the costs of producing the good or service:

One of the most essential effects of online shopping is working to saving costs for the business and clients because of electronic use in commercial exchange. The decrease in cost is reflected in the develop in revenue for the goods and the limitation in the price for the clients.

The most important types of cost reduction can be highlighted in the following:

o Low cost of advertising and marketing Low conditions for the existence of physical companies.

Low cost of currency and storage.

o Low cost of distribution.

3. Reducing corporate expenses

By saving time and enhancing efficiency, e-commerce has a fundamental role in organizing the operations of companies and commercial projects and achieving their target by eliminating bureaucracy and routine decisions and reducing the occurrence of errors and thus enhancing the level of profitability by changing modern systems that using the computer and make the interactions of companies effectively, faster and more Economical and effective, in addition to limitation of cost of employees in the company. Also, by displaying goods on the Internet, it is of particular importance to the owners of small and medium enterprises, because in the old trade method, when the producer needs to sell his goods globally, he needs high money such as the costs of opening exhibitions or participating in global events, in addition to travel and transportation costs, or even costs Opening offices and companies abroad, while now establishing a new platform and being able to launch it leads to a reducing in all common costs and may achieve good

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results than the old methods achieved despite their high expenses.

4. Better control over inventory management

E-commerce contributes to reducing inventory by using the withdrawal process in the supply chain management system, where the process begins with obtaining the commercial order from the buyer and providing him with his request through the appropriate time manufacturing, and this would decrease the commercial cycle significantly as the goods is shipped directly from suppliers to the final buyer. This appears largely in digital goods, that is goods and services that are used to transaction electronically, and thus e-commerce becomes an effective tool in creation management and limit storage costs, and this has economic effects at the macroeconomic level if we know that 10% of the quarterly fluctuation in products spread high rates is due result.(Vangelis kotsela ,2022)

7.3 Global Ecommerce Spending as a Percentage of GDP (2017-2021)

Spending on e-commerce as a percentage of GDP is a metric that identifies clients accessing on e-commerce platforms as a percentage of GDP in a region. E-commerce spending as a percentage of global GDP with a money exceeded 2.3% in 2020. The global ecommerce market showed a rate of growth (CAGR) of 13% during the period 2017-2020, grew by 7.91% in 2021, and reached 2.5%. economics estimations the e-commerce market to expand at a CAGR of 1.26% during 2021-2025. Apparel & Footwear, Electrical, Food & Grocery, Health & Beauty, Home, and other clients-related segments are interested in in the e-commerce market. E-commerce platforms include B2B (business-to business), B2C (business-to-clients), and C2C (clients-to-clients) platforms.

Like the B2C industry, C2C e-commerce has increased in popularity in new era, due to well known famous companies such as eBay and Taobao, the Alibaba Group's C2C platform.(GlobalData, ,2022).

7.4 (COVID 19) and the shift towards E-commerce

The pandemic has affected the level of international trade, according to studies, 52 percent of individuals give up physical stores for shopping for avoiding direct contact with people, especially in closed places, and it has also affected many goods, to varying degrees, according to the frame of the goods and the level of its importance to the clients, this is what made the clients turn to obtain his needs by depending on different e-commerce applications. What contributed to the growth of online shopping and the develop in demand for information technology applications is the tendency of clients and companies to support medical supplies "sterilizers and face masks" and household necessities "toilet paper and non-perishable foodstuffs", and in conjunction with home isolation users, everyone was forced to help their need by relying on E-Commerce.

From here we say that the pandemic has confirmed that online shopping is the most famous and correct solution to get out of crises and address them, and it is the ideal economic solution that countries have resorted to confront The repercussions of the challenge and recovery from it, which proved its effectiveness and efficiency in the field of trade ,shopping, and clients' access to main and necessary products without resorting to contact with others, in line with the health protocol and what the pandemic imposed on the international economy.(Dawood, 2022. P.20.21)

7.5 Amazon Company

7.5.1 Amazon and Souq.com

Amazon acquired Souq.com, the largest e-commerce site in the Middle East, for an undisclosed amount in 2017. Souq.com was

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launched in 2005, and now provide 8.4 million products, from 31 categories, including electronics, fashion, health goods, cosmetics, home appliances, and goods for young children. And it was stated in some recorded that Amazon cost \$ 650 million for the platform.

Has anything updated in Souq.com after it was acquired by the world's largest leading e commerce store, Amazon?

First, in terms of appearance at the beginning, and when starting the site a few months after the acquisition, we notice some small changes besides placing the sentence an amazon company ,i.e., one of the Amazon companies, below the Souq.com logo.

Secondly, some settings have been integrated that let buyers log in to the Souq.com website ,with the same account they log in to the Amazon website, in addition to the ability to log in using a Facebook account.

Thirdly, free shipping has become increasingly available on Souq.com for many goods, which was not the same before.

Fourth, Amazon basics are goods that bear the Amazon logo, and we always be in start of them the phrase “Fulfilled by Souq,” which means that the goods is packaged, shipped, and stored by Souq.com. These goods are basic goods that most users may need, such as bags and different types of cables. In addition to these small changes, there are future to integrate more goods to enable users to buy what they can buy from Amazon through Souq.com, a step that will be of high concern to major Chinese shopping sites.

The reasons for the acquisition of the Amazon store on the Souq.com store, the first is access and a footprint in the Middle East and the Arab world in general, to use e-commerce, which is significantly escalating day after day. It may also be to safe

the major Chinese companies, which always represent the first competitor to the major American organizations, from finding a foothold in that new places, which is one of the leads clients markets. And all of this does not showed the slightest challenge if there are benefits that will accrue to users in the Arab countries.

As for the next possible action behind this deal, it is to get the access from the wide client markets and wide reach enjoyed by Souq.com. As it is undoubtedly the first and effective shopping site in the Arab world, with a large client base compared to other Arab companies, which ultimately means an develop in Amazon sales and profits. (BBC,2017).

7.5.2 Comparison between Amazon America and Amazon Egypt

Many famous companies of American or European origin are displayed on Amazon America at very reasonable costs due to the geographical location and the limitation of import and customs costs on the cost of these goods and also because some goods are more popular in these markets, some of these companies are found in Amazon Egypt, but others are Unfortunately, it does not exist in this platform and does not provide the service through the web within the Arab Republic of Egypt, which makes the ability to buy from it non-existent, but in the case of using a broker it is easy to access from abroad.

The Lynks company is the ideal intermediary for buying from abroad, which buys any products or services from America, Europe and the Emirates on your behalf and bears the challenge of shipping and customs clearance. (Investing.com,2020).

7.5.3 Success Story “Amazon.com”

Amazon started in 1994 under the name "Cadabra", and its founder is Jef Bezos. The company started as an e commerce bookstore, and in 1995 it became Amazon.com after the Amazon River. Then it turned into the famous platform. The

core reason of the company's develop was client focus and correct evaluation to the market and future shopping needs. The company clarify the needs of clients, established good links with them, and evaluate the business in the best perfect way. It is the leader in innovation and the first in making things simpler and more convenient for the user. It is showed one of Amazon's famous inventions is the "Kindle e-book" in 2007

7.5.4 Advantages of Amazon Company

1- Amazon provides the best prices and multiple options, and does not tie the client to a single price, but rather offers him multiple options.

2- Shipping many Amazon goodss at a time that competes with other shopping sites.

3- The client can cancel the purchase after payment in the event that the goods has not been shipped.

4 - Amazon's interest in client service, putting clients in the first place, providing what clients want on the site, and offering special discounts. Offers to clients. (Ibtisam, Zarbet, , 2019,)

7.5.5 Disadvantages of Amazon Company

1- Amazon Sales Fee - Depending on goods category between 7% and 20% With the option to "ship by Amazon" shipping costs must be included in the selling price Multiple providers of the same goods can lead to a price battle Potentially limited opportunities to directly influence supply the goods.

2- Amazon imposes taxes on its clients, even if they are not Americans.

3- There is some difficulty in finding goodss according to their category after their arrival due to the high costs of shipping, delivery, and arrival time.

4- The prices of some goodss may be high compared to other stores such as the Alibaba store. (Hassan Youssef, 2022)

7.6 Alibaba Company

7.6.1 Alibaba and e-commerce of medicines

Alibaba will turn part of its pharmaceutical e-commerce business into a listed unit in a HK\$10.6billion, equivalent to \$1.35 billion deal.

Alibaba Health Information Technology will buy Ali JK Nutrition Holdings, which controls sales of medical devices, healthcare goods, adult goods, and healthcare services on Alibaba Group's Tmall website.

Under the deal, the parent company, Alibaba, will obtain new shares in Alibaba Health, bringing its stake in the company to 56.2% from the current 48.1%. The parent company's stake in the voting rights of Alibaba Health will reach 67.5% after the conclusion of the deal. This deal will help the company expand by adding new categories to its goods. (alarabiya , 2020).

7.6.3 Advantages of Alibaba Company

- 1- Alibaba is characterized by the presence of a lot of low-priced wholesale goods, which leaves you with a large profit margin.
- 2- Work with suppliers and manufacturers directly.
- 3- There are many payment methods such as Alipay and others, depending on your needs.
- 4- Ensure the quality of goods before their arrival by requesting models or samples from vendors. (soufyan, ,2022)

7.6.4 Disadvantages of Alibaba Company

- 1- There is no convenient way to conduct a site visit before making a purchase.
- 2- Shipping takes longer.
- 3- Clients may perceive overseas goods to be of lower quality than domestic goods. (Adam Ritchie, 2020, soufyan, Almoawafir.com, Advantage and disadvantage of alibaba and how to get safe shopping ,2022).
- 4- bad reputation: A company's expansion plans may be hampered by the company's poor reputation in the United

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States. Alibaba's US portals, Alibaba.com and AliExpress ,received an "F" rating from the Better Business Bureau due to their failure to respond to 79 complaints filed against them. (Kaja Whitehouse, 2014)

7.6.5 Alibaba sales before covid 19

Alibaba reported a net income of \$12.83 One billion dollars for the year 2019, which reflects a significant improvement compared to what it achieved in the two years for the past two years, 2017 and 2018, a net income of \$9.82 billion was achieved for the year in 2018, in 2017, net income of \$6.59 billion was recorded for the company.

Source: statista.com

Table: Alibaba's sales during the years 2017-2018-2019 in billion dollars

Years	2017	2018	2019
Sales	23.740	37.539	56.526

Source: Prepared by Dawood Ibrahim, based on the website: com.statista.www, 2022

Through the previous table, we find Alibaba's sales amounted to an estimated \$56.526 billion for the year 2019, which reflects a significant improvement compared to what it achieved in In the past two years, 2017 and 2018, its sales for the year 2018 amounted to an estimated \$37.539 billion, and in 2017 sales of \$23.740 billion were achieved for the company.

7.6.6 Alibaba sales after covid 19

The company was able to achieve net income in the year 2020. With an estimated 22.45 billion dollars, an develop estimated at approximately 10 billion dollars, which is associated with. The entry and invasion of the Cov19 virus in the world this year, which is a huge develop, which is explained by a shift.

The individual to e commerce shopping and adherence to health procedures restrictions, which reflected positively. On the company's entrances, and during the year 2021, it achieved a net income equivalent to 22.92 billion dollars. The develop was not significant during a year, but it does not mean that it is a negative thing, but rather a positive one. The company was able to maintain its successes.

Source: statista.com

Table: shows Alibaba's sales during the years 2020-2021 in billions of dollars.

Years	2020	2021
Sales	76.456	107.593

Source: Prepared by Dawood Ibrahim, based on the website: com.statista.www, 2022

Through the previous table, we see that the company reached its sales in the year 2020, estimated at 76.456 billion dollars, an develop of nearly 20 billion dollars compared to last year.

Which coincides with the entry and spread of the pandemic in the world, which is a great improvement for the company and the impact

The positive impact of the pandemic on the company and its develop in success, and during the year 2021 sales reached.

The company has approximately \$107.593 billion, which is a huge develop in the company's sales volume And that is 31 billion dollars, which is a significant develop in oneyear

- The following column chart shows this data.

8.Hypotheses Progress

hypothesis h1-h0

After analyzing the research problem and the research objective the researchers concluded the following:

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ho: there is so relationship between the E-commerce and the economic growth of Amazon.

h1: there is a relationship between E-commerce and Alibaba.

9. Research methodology

9.1 Introduction

This part of the research concerns the appropriate research method uses, research population and sample, data collection and analysis. Also, this chapter includes statistical analysis and testing hypotheses.

9.2 Research methods

The study uses the descriptive analytical approach based on the case description. The descriptive approach relies on studying the reality or phenomenon as it is and is concerned with it as an accurate and quantitative description or quantitative. Through this study, the main studies of e-commerce are monitored and analyzed and the challenges and opportunities presented.

To achieve the objectives of the study, the survey method was used, which is defined as a research method that deals with the events, phenomena and practices available for study and measurement as they are without the researcher's intervention in their variables. can be described and analyzed.

The survey was used to investigate opinions and judgments about the impact of e-commerce on the economy, for example Amazon and Alibaba.

The data was collected through a questionnaire and distributed to different groups and ages of people. The questionnaires were distributed online, and we collected 355 questionnaires.

This was used for the purpose of obtaining data to test the hypothesis.

The analysis was done using SPSS software and the questionnaire includes 3 sections. The first part is questions

about E-commerce, the second part are questions about Amazon company and the three parts are questions about Alibaba company.

9.3 Research variables

Table (1) definition of research variables

Hypothesis	Independent variable	dependent variable	Measurement
There is so relationship between the e commerce and the economic growth of Amazon	Amazon	E-commerce	Questionnaire
There is relationship between the e commerce and the economic growth of Alibaba	E-commerce	Alibaba	Questionnaire

Correlations

		Ecommerce	Amazon
Ecommerce	Pearson Correlation	1	.653**
	Sig. (2-tailed)		.000
	N	355	355
Amazon	Pearson Correlation	.653**	1
	Sig. (2-tailed)	.000	
	N	355	355

** . Correlation is significant at the 0.01 level (2-tailed).

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There is a strong positive relationship between e-commerce and Amazon. Pearson e-commerce and Amazon correlation coefficient 0.653 **.

The correlation coefficient ranges from -1 to +1, where a value of +1 indicates perfect positive correlation, a value of 0 indicates no correlation, and -1 indicates perfect negative correlation.

The relationship is statistically significant with a p-value of 0.000, indicating that the observed relationship between e-commerce and Amazon is unlikely to occur by chance.

The sample size for e-commerce is 355, and for Amazon it's 355.

Correlation between e-commerce and Amazon is 0.653.

Correlation is significant at the 0.01 level (two-tailed).

9.3 Regression analysis

H1: There is relationship between E-commerce and Amazon

Table (9) model summary H1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.653 ^a	.426	.425	.51601

a. Predictors: (Constant), Ecommerce

A. Forecasters: (fixed), E-commerce

B. From the table, we find that the correlation between e-commerce and Amazon 0.635 is positive

Strong correlation R squared coefficient of determination = 0.426 shows the proportion of variance that Amazon adopts due to independent variable E-commerce.

H2: There is relationship between E-commerce and Alibaba.

Table (10) Model summary H2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.406 ^a	.165	.163	.68709

a. Predictors: (Constant), Ecommerce

A. Forecasters: (fixed), e-commerce

B. From the table we find that the correlation between e-commerce and Alibaba is 0.406 positive

Strong correlation coefficient R squared = 0.165 showing the proportion of variance Alibaba adopts due to independent variable E-commerce.

11. summary

Amazon and Alibaba, two of the largest e-commerce companies in the world, operate and compete in different national and global markets with different business models, and what are the key factors that contribute to their success and growth.

The findings are also useful for e-commerce companies who are interested in entering the China market.

As exploratory research, the study is not without its limitations.

A particular criticism that is commonly directed at studies using the case research methodology is the problem of generalize

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ability of the lead species and only interviewed the participants representing lead species and key species.

More emphasis could be laid on the other two species to validate the results and get a better understanding of the complete picture. Nonetheless, the findings are valuable for those who are interested in opportunities and progress of e-business in China

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