



UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Pengurusan
dan Perniagaan

FBM INSIGHTS

UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH

Volume 2

2020

e-ISSN 2716-599X

UiTM *di hatiku*

eISSN 2716-599X



9 772716 599000

THE NEW NORM: GOING ONLINE

Norhidayah Ali
norhidayah@uitm.edu.my
Faculty of Business and Management, Universiti Teknologi MARA Cawangan Kedah

Azni Syafena Andin Salamat
azni_syafena@uitm.edu.my
Faculty of Administrative Science and Policy Studies,
Universiti Teknologi MARA Cawangan Kedah

Zuraidah Mohamed Isa
zuraidah588@uitm.edu.my
Faculty of Business and Management, Universiti Teknologi MARA Cawangan Kedah

The year 2020 has been marked with an unprecedented pandemic, known as COVID-19. This pandemic has far-reaching impacts on countries, economies, businesses, and societies. It has caused many private and public sectors to stumble, leading to severe threats to the macroeconomy as a whole.

This pandemic has affected customers' online behaviour as most retail outlets were compelled to close down temporarily, including in Malaysia. On 16 March 2020, the Prime Minister of Malaysia Muhyiddin Yassin declared a partial lockdown or also known as the Movement Control Order (MCO) across the country, effective from 18 March 2020. The early phases of the MCO implementation involved practising several standard operating procedures (SOP), including limiting only one person per family that could go out to buy necessities items and only essential private and public companies were allowed to open within certain business hours. Due to these restrictions, consumers turned to online transactions and purchasing activities.

Some research studies have indicated that due to the pandemic, the patronage of online business based on web technology has increased tremendously. In addition, the numbers of online users, including active and new users have surged since March 2020 (Nadia, 2020). Given the massive demand for online and delivery services, most companies have created websites, WhatsApp links, and other platforms to facilitate customers' online purchasing. In the food delivery context, for instance, online demand in the Food and Beverages sector has expanded radically in Malaysia (Nurafifah, 2020). Countries in South East Asia, such as Malaysia, Taiwan, Thailand, Singapore, and Hong Kong have recorded increased online traffic on food delivery websites (Mojgan et al., 2020). Lazada also observed an increase in its website traffic, including website visits and online purchases. Thus, it is high time for businesses to think innovatively and creatively by optimising their operations with both offline and online transaction capabilities (Kay Tan, 2020) to survive and prosper, especially during pandemics.

There is another tremendous potential for online businesses in Malaysia besides increasing their sales. Companies that utilise the online business mode can vastly improve their market reach and simultaneously perform mass customisation that suits the needs and inclination of individual purchasers. Online business permits companies and consumers to develop a better relationship between both parties. Furthermore, organisations can utilise online business to redesign and improve their selling and distribution process, which will eliminate some of the intermediary activities and encourage direct contact with consumers, thus enhancing customer satisfaction and loyalty. Directly, this strategy will facilitate businesses in building up their credibility, improving relationships, and securing customers.

The MCO that has been imposed by the Malaysian government has changed the online business scenario in Malaysia. It has impacted both businesses and consumers, especially in

their selling and buying patterns by moving both parties from the conventional way of doing business towards online selling and purchasing. The online platform offers enormous benefits in terms of creating new channels and providing ease and convenience, which are valuable for both parties. This change indicates that Malaysians are adjusting to the new norm of the online environment.

REFERENCES

- Mojgan Karimi-Zarchi, Hossein Neamatzadeh, Seyed Alireza Dastgheib, Hajar Abbasi, Seyed Reza Mirjalili, Athena Behforouz, Farzad Ferdosian & Reza Bahrami. (2020). Vertical transmission of Coronavirus Disease 19 (Covid-19) from infected pregnant mothers to neonate. *A Review, Fetal and Pediatric Pathology*, 39(3), 246-250.
- Kay Tan. (2020, April 17). *The need for SMEs to transition from offline to online in the time of COVID-19*. <https://sme.asia/the-need-for-smes-to-transition-from-offline-to-online-in-the-time-of-Covid-19/>
- Nadia Mahmoud Tawfiq Jebril (2020). World Health Organization declared a pandemic public health menace: A systematic review of the “COVID-19”, up to 26th March 2020. World Health Organization declared a pandemic public health menace: A systematic review of the “COVID-19”, up to 26th March 2020. *SSRN Electronic Journal*.
- Nurafifah Mohammad Suhaimi. (2020, April 4). Shifting businesses from offline to online. *Malay Mail*. <https://www.malaymail.com/news/what-you-think/2020/04/04/shifting-businesses-from-offline-to-online-nurafifah-mohammad-suhaimi/1853465>