

The Impact of COVID-19 on the Food Supply Chain and the Role of E-Commerce for Food Purchasing

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Abstract

The world has been plagued by an unforeseen threat to public health by the appearance of COVID-19, which has impacted the world's economy and the worldwide supply chain. The unexpected pandemic (COVID-19) quickly spread across the world, leaving not a single country unaffected by the worldwide pandemic. At the start of COVID-19, several countries adopted social distancing and lockdowns due to the virus. The existing pandemic's discriminatory aspect has a negative influence on human health and the standard of living, as well as worldwide trade, supply chains, and major economies. COVID-19 has been shown to have an effect throughout the broader food supply chain, one of the largest significant sectors of any country, from the field to the consumers. There are currently substantial concerns regarding food production, manufacturing, delivery, and consumption in light of emerging issues within the food supply chain. Limitations on the mobility of workers, variations in consumer demands, the shutdown of food manufacturing industries, limited food trading regulations, and financial stress throughout the food supply chain are all results of the COVID-19 pandemic. The pandemic (COVID-19) has changed consumer behavior and affected the business and economic sector. The purpose of this study was to explore the application of the Q-technique in the investigation of online consumer and manufacturer behavior in relation to end-user food purchases via digital marketing skills, supply chain possibilities, food purchaser and consumer happiness, and e-commerce infrastructure efficiency under the influence of COVID-19. The results show that in the crisis of supply chain management, clarifying the import food industry e-commerce supply chain crisis items, and determining their priority and strength can help enterprises make emergency decisions regarding supply chain operation; they can also be used as a reference for enterprises to use in responding to the crisis. © 2022 by the authors. Licensee MDPI, Basel, Switzerland.

Author keywords

COVID-19; E-commerce; Food purchasing; Supply chain