

## Evolution of the E-commerce in Finland and in Sweden Based on Urbanization Differentiation



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COVID-19 pandemic possessed many various implications to the society. With the main aim, to protect health of individuals, a set of government restrictions needed to be placed. One of the main one that was introduced shortly after COVID-19 breakout was social distancing. Due to that shopping behavior of many people has undergone a change which greatly impacted the e-commerce sector. This study aims to analyze the evolution of internet purchases performed in Finland in comparison to Sweden based on the urbanization differentiation available at Eurostat. The research method involves collection and analysis of data available at Eurostat and the findings indicate that the COVID-19 pandemic had different implications in these two countries, where Finland noted a greater increase in e-commerce turnover in suburb and rural areas whereas Sweden recorded more significant increase in individuals living in cities since the breakout of COVID-19 pandemic. Furthermore, the study shows that even after the most significant pandemic times has passed, the number of purchases performed via e-commerce platforms has remained higher than during the pre-pandemic times. Thus, one could assume there is a change in the customer behavior to purchase more goods and services online.

### Biography:

Zuzana Dzilská holds a master's degree in marketing and management of business and is currently pursuing her Ph.D. at the University of Economics in Bratislava. Recognized as a Certified Pricing Professional, her expertise is unparalleled, boasting over 5 years of invaluable experience in the field of Controlling with analytical background both domestically and internationally. Her exceptional academic journey includes active participation in the VEGA research project, focusing on "Research on accelerated digitalization in small businesses with an emphasis on the sustainable development of customer relations." Contributions to this project are prominently featured in recently published works, showcasing her influence in advancing scholarly discourse. Her ability to navigate complex issues with insight and precision positions her as a trailblazer in the field.