THE IMPACT OF COVID-19 PANDEMIC AND CONSUMER BEHAVIOUR ON E-COMMERCE IN PAKISTAN

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Abstract -
We aimed the study at quantifying the effects of COVID-19 and consumer behaviour on e-commerce businesses to gain a better understanding of how to sustain and improve the hard-hit economic situation. Coronavirus is a very harmful virus, and it is spreading quick from human to human. The virus is fatal and claimed many lives in Pakistan. So, business communication is badly affected. Business transactions are decreased, so iseconomic growth. We employed survey research to collect the data. We collected data through adopted scales from employees. We analyzed the data using SPSS software. The findings show that COVID-19 hasput apositive impact on e-commerce businesses too. It has affected all kinds of businesses, including the SMS's sector and online businesses.

Keywords - Covid-19 Pandemic, E-commerce, E-business, Customer Behaviour, Pakistan

I. INTRODUCTION

E-commerce is the backbone of the economy. E-commerce is used to increase economic growth all over the world. E-commerce is most of the important sources to increase the economic growth of Pakistan. E-commerce brings up to buying and selling of goods and services through the internet and is used for transferring money and used to perform the data. But the Covid-19 pandemic affected the recent situation all over the world, especially Pakistan. So harmful virus, the economic growth of Pakistan is badly affected. As a resulting epidemic, Pakistan stands in the lockdown situation. This lockdown situation, because of the Coronavirus epidemic caused decreasing in economic growth. In December 2019, the resident of Wuhan and China conducted the meeting for the purpose to control this epidemic situation. In this research, the researcher explores the rare consumer behaviour pattern that is the reason for the Covid-19 current epidemic situation. This research also defines the transformative behaviour that might come to lead the society.

The impact of Coronavirus became a serious topic for a discussion between students and policy manufactures. E-commerce could be complex in social growth that's all self-motivated or perspective development because ofthe COVID-19 situation. Because of the current COVID-19 situation, the invention and the manufacturers are projected toughly. China is the dominant manufacturing centre for big business internationally. So, slightly distraction in China's output will merely require outcomes Meyer, S. (2020). E-Commerce plays a vital role in Pakistan's economic growth. In the past two decades, Pakistan developed the ICT sector through opening the telecommunication sector, making an environment conducive to an extension of its data innovation empowered administrations industry, and developing data society with more extensive dissemination of ICTs and web. The creation of limitations and the decrease in demand in the online platform is because of COVID-19.Ahmad, T., & Hui, J. (2020) found that customer behaviour depends on the COVID-19. So, it has curbed consumers the direction of e-commerce methods. This is assumed that is only how the country's resident can capable to endure this epidemic are striving to improve profits from the online grocery services.

This epidemic situation creates difficulties in import and export for Pakistan, China and most of the countries. China mostly contracts through technology, tools, mechanisms, and communique tools. Some disturbances in these parts will merely distress further the country's business. Correspondingly, Pakistan also imports the products of China. COVID-19 situation gave a highly negative impact on the Pakistan economy. Besides the e-commerce business, other businesses like chemicals, rubber and plastics, textiles are also got disrupted by this COVID-19 situation. Businesses facing a shortage of products and could not fulfil the demands of the customers. The study aims to increase the economic growth of Pakistan.E-commerce businesses are annoying to grip the condition. Start the condition of the Amazon does not single compact by one nation slightly, but it contracts among other nations too". Other online businesses are also successful to touch the force of their source that is envisaged by Crunch Craven, M., & Liu, L. (2020).

II. LITERATURE REVIEW

China E-commerce has been growing faster than other countries. It has gotten to be one of the significant countries to improve the growth of the economy. The nation shows a gigantic part in relation

of improving economic growth by giving them an extraordinary foundation. according to Unctad (2020) significance of China in the worldwide economy is not as it was associated with the manufacturer and trading the item then moreover the providers of the instant items for fabricating firms. Universally, about 20 percent of fabricating things are delivered from China. Subsequently, because of the rise of COVID-19, the nations have an opposing monstrous problem. Not by it was China, then further nations, wherever their items are bringing in, are similar disadvantages. As Malaysia could be exceedingly reliable than China's item in this manner, due to the increase of unexpected widespread infection, deals ratio of virtual trade is decreased. Virtual trades remain affected a bit, for example, private or open division firms of the nation (Adb. 2020). The car industry has been a big hitin terms of its sales globally. After the announcement of lockdowns, self-precautions, and social gaps for improvement inside the exercise of the client, clients improved their exercises for virtual presentations connected with shopping in Pakistan.

Jebril, N. (2020) found that increase in the number of virtual groups of onlookers has been improving from the month of Mach 2020, the virtual reduction in portable tender's display in alike drift.It has watched the development within add up to several self-motivated customers, modern consumers, and give out throughout the second week of March 2020.It is moreover expected through analysts that the degree of the self-motivated gathering of people within virtual space would be additional compared with January and February. Lion's share of advancement about fresh and self-motivated groups of onlookers in virtual adaptable tenders is basically on websites that proposal nourishment transportation directions and workplaces.Within the nation of South Asia, on behalf of illustration Pakistan, Afghanistan, India, Bangladesh etc. have skilled diminish virtual activity on the foodstuff distribution web. In states of other Asian countries like Taiwan, Thailand, Hong Kong etc. practised risen virtual circulation on foodstuff distribution web.The rise in mandate or circulation might be studied through scholars in March important upswing in the amount of vigorous or fresh clients or specified the amount of cumulative circulation has been improved every day since March 2020.

We know coronavirus as the foremost irresistible disease which primarily arises afterwards containing mortal thorough, intense disorder of breathing problems. The specific malady has been advanced, for instance, widespread open wellbeing emergencies since of broad spread inside the number of countries. The widespread of COVID-19 is speeding up its move towards digital commerce in a critical number. We expect clients of the country to be working communal separating. COVID-19 is considered as an independent variable in this study, as the entire economy and the total population have been hit by this epidemic virus situation badly (Varshney. D. & Vashney. N. (2017). It has hampered business activities to their critical level.

Consumer behaviour has been affected by the pendamic. The over said success might come from their consideration of motivating forces and mental figure of buyers. The implication about observation is clear as the mental possession of data that is occupied as the awareness of every person (Mullen and Johnson, 1990). Moreover, Wilkie (1997) found the connotation of communication is straightforwardly connected to the information and evidence that a buyer has for merchandise. In this circumstance, the division of the marketplace is a development that could contribution informal documentation and arrangement of customer groups envisaged by Wilkie (1994) and Pinson and Jolibert (1997) for earlier facts almost predilections or consumers' performance. They have taken consumer behaviour as the independent variable.Liang, F., & Litscher, G. (2020) found the key motive for the individuality of customer behaviour is that the population approach acts to widespread use of COVID-19. As per the important effect of this epidemic, the consumers would adopt essential protections and will very probable to doing so. The performance of the consumer of Malaysia mostly affects the ultimatum of e-commerce industry actions to countless points. For this specific motive, the consumer should be contingent mostly on the e-commerce stage in instruction to achieve the basic requirements for existence according to (MoEngage, 2020).

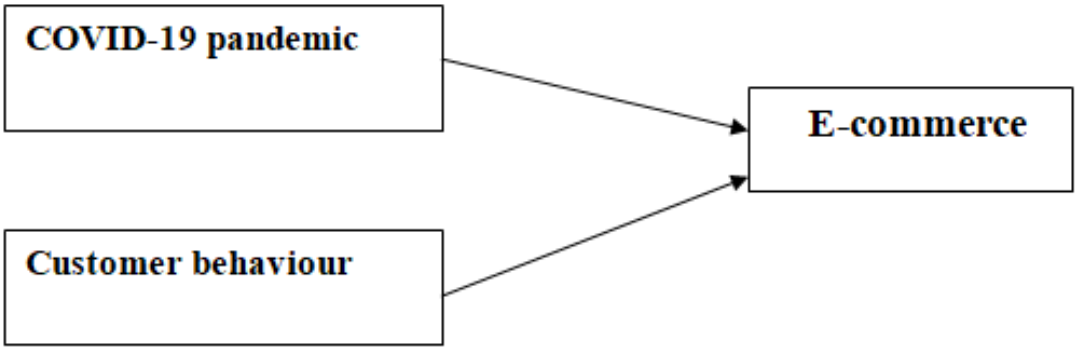


Figure 1: Conceptual Framework

Hypothesis

H1: There is a significant impact of COVID-19 on e-commerce.
H2: There is an impact of customer behaviour on e-commerce in Pakistan.

III. METHOD

We used quantitative analysis approach in this research. We adopted the scales from previous studies. The questionnaire was composed of seven points Likert scale. The datasheet was analyzed using SPSS 24 version by applying descriptiveand inferential statistics.The sample size of this research was100 respondents. The respondents were chosen on a convenient sampling basis. questionnaire is developed by the researcher from the previous study for the purpose to get information about the impact of COVID-19 on e-commerce in Pakistan. In this research, the SPSS software was used to analyze the data for causal relationships in the model.After collection, we completed the datasheet in the SPSS 24 version. We applied descriptive and multiple regression analyze to find the causal relationships.

Variable	Frequency	%	Variable	Frequency	%
Gender			**Income**		
Male	60	60	10000-15000	27	27
Female	40	40	15001-20000	28	28
Age Group			20001-25000	45	45
21-25	20	20	**Occupations**		
26-30	38	38	Sale executive	55	55
31-35	42	42	Managers	45	45

Table 1: Demographic profile of the respondents

The table shows the demographic profile of the respondents. Demographic details include gender, age, income and work of the respondents. In the demographic analysis, the frequency of the male gender is 60. The frequency of female respondents is 40. We divided the age into three groups (1) 21 to 25, (2) 26 to 30, (3) 31 to 35. The frequency of 31 to 35 age group respondents has been greater. The frequency of respondents that have the 20,001 to 25,000 income is greater. And the frequency of a manager is greater than the sales executive. The researcher is permitted for recruiting the rate along with the separable ratio of the male and female respondents.

Variables	Items	Cronbach's Alpha
COVID-19 pandemic,	7	0.966
Customer Behavior	7	0.988
E-commerce,	7	0.965

Table 02: Reliability test

The reliability analysis is used to analyze that either the scales have been reliable. All the variables Cronbach value has been >0.7 which shows the reliability of the scales used to collect the data.We find the data fit for analysis.

IV. RESULTS AND CONCLUSION

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.544	2	1.272	13.974	.000[b]
	Residual	25.849	82	.091		
	Total	28.393	84			

a. Dependent Variable: E-Commerce
b. Predictors: (Constant), Covid-19, Consumer bahaviour

Table 3: Model summary

					Change Statistics			
Model	R	R Square	Adjusted R Square	Std. Error	R Square Change	Df1	df2	Sig. F Change
1	.299[a]	.10	.09	.30169	.090	2	82	.000

Table 4: ANOVA

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.876	.201		4.357	.000		
	Covid-19	.107	.085	.082	1.254	.011	.740	1.351
	Consumer Behaviour	.463	.108	.278	4.266	.000	.740	1.351

a Dependent Variable: E-Commerce

Table 5: t-statistics and Coefficients

The tables show that Covid-19 and consumer behavior have a significant positive relationship with the promotion of E-Commerce. The lockdown countrywide has risen the importance of e-commerce in the country. It has yielded better opportunities for ecommerce-based businesses. Covid-19 caused many online businesses to be incubated. It has been observed that except groceries, other items have seen sharp rise in the sales through online platforms. We conclude this study as COVID-19 has a positive influence on e-commerce in Pakistan. Because of limited earning during the covid pandemic, people started saving instead of spending. The epidemic situation changed the buying behavior of the customers.

COVID-19 has emerged as one of the epidemic health menaces. Researchers are trying to find out the reasons behind these epidemic diseases. it can undertake this epidemic disease only when retort control policies and strategies are applied. This epidemic disease is deteriorating the nation's situation. The country becomes disadvantaged both in terms of health and economics. Most of the manufactured product'sare exported by China in Pakistan. Because of the Coronavirus situation, the shipping processes are decreased. And this epidemic situation also affected the economic growth of Pakistan. The results found that this epidemic disease gave a boost to e-commerce on the contrary. We recommend researchers must enhance their focus concerning the impacts and remedial strategies regarding Covid-19 with precautions.

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