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Impact of Online Trade and Covid-19 on Consumer Behaviour in Covid-19: Evidence from Bank Employees

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ABSTRACT

This research documented the influence of Covid-19 and Online Trade on consumer behaviour in Pakistan. COVID-19 significantly impacts communal health and creates rapid variations in lifestyle, social isolation, and household segregation, with societal and economic effects. This specifies that the country's economic growth in the country has declined. Data is collected through a questionnaire using Google forms from bank employees in Pakistan. SPSS is employed to analyse the data. Results showed a significant and positive relation between online trade and consumer behaviour. It is also revealed that Covid-19 has a negative but significant impact on consumer behaviour. The outcome displays that China is a major producer, and substantial industrial numbers are closed.

KEYWORDS

Online Trade, Consumer Behaviour, Corona Virus (Covid-19), SPSS, Pakistan

1. INTRODUCTION

Besides its community health impact, COVID-19 has affected trade and the economy. Pakistan's economic uncertainty affected by the epidemic has exacerbated the worldwide disaster and has become one of the states most influenced by COVID-19. In addition, all states follow closure measures to keep away from interference, and Pakistan has adopted the similar. The virus appears to be deteriorating in the non-public and public areas (Jean, 2020). The State bank of Pakistan has declared that Pakistan has gained \$ 15 million of its existing account balance in June related to its shortfall of \$ 470 million in the month of March 2019 and \$ 2 billion in June 2019. It was mainly due to a decline in exports (1.54 Billion USD) and imports costs (3.5 billion USD) (Khan et al., 2021).

The performance of large corporations in March 2020 was reduced by 42% associated with the deadline set for the same year. From March to April 2020, revenues from people in Pakistan reduced by 3.4%. In the third conventional month, transfers of clothing and clothing dropped to the US \$ 651.13 million



by 31.4% in June 2020, similar to May 2019. March KSE index -100 of Pakistan stocks fell by more than 27 per cent and cracks by more than 7 per cent. Economy of Pakistan is expected to lose up to 5% of its Gross Domestic Product due to trade disturbances, possible declines in foreign direct investment and transferal outgoings, and streams from other businesses, as well as the internet industry (Khan et al., 2021). It is unavoidable that the influence on the globe, society and the economy of the new coronavirus will be enormous (Albertoni & Wise, 2021).

It is hard for virtual corporations to trade their products online and face major problems when searching for their shipping manufacturers (Goodell & Huynh, 2020). Disruption in these shops could affect extra businesses in other states. Chinese goods are also competing in the Pakistani trade market and will critically alter the Pakistani economy (Kirk & Rifkin, 2020). Furthermore, the closure of shops also closes import and export centres. It's all because of the coronavirus impact. Automotive, metals, chemicals, communications containers, plastics, and machinery are distorted beyond e-commerce. Many virtual sellers are miffed from a shortage of merchandise that can meet the demands of their consumers (Acuña-Zegarra, Santana-Cibrian, & Velasco-Hernandez, 2020).

2. LITERATURE REVIEW

China's growth has upset the globe from the many previous years. Now, all the major industries are setting up industrial units in China to create the world's largest trading power. China produces 70% air conditioners, 80% smartphones, 50% clothing, 71% solar cells, 64% cement, 55% automobiles, and 70% steel. China creates the maximum valued merchandise. China's economy is the second-largest globally, with a \$ 24.15 billion GDP (Khan et al., 2021). China's economy surpassed America to become the world's leading producer, and exports cost \$ 3.2 billion. The Chinese tag has come to be familiar in all states, particularly in Pakistan, because China Pakistan Economic Corridor (Kirk & Rifkin, 2020). As the coronavirus nibbles, importing countries face a major challenge. China is the world's largest importer, operating along the Pakistani border and badly exaggerated by the Corona-19. As Pakistan is heavily reliant on China's goods, with this sudden epidemic, Online trading market growth has slowed (Lee et al., 2020). It also disrupts mobility, health care, extraordinary technology and supply chains (Cho, Ippolito, & Yu, 2020).

Worldwide, dealers are most affected by precautionary measures to control the spread of COVID-19 (Akbulatov, Mammadov, & Aliyev, 2020). Purchases in Pakistan have been severely affected since April 19, 2020, when the closure of vacancies began to take effect in market cities. One of the biggest problems facing most retailers (85%) is managing only their operating costs and (37%) retailers in Pakistan who are dealing with supplier or product support to reduce the payment system (Khan et al., 2021). The corona epidemic had been going on for more than sixteen months around the globe and has previously collapsed with shopping malls: in the USA, many big tags comprising the superfluity store Neiman Marcus show signs of depression and declining extinction (Kerr, 2020).

In Pakistan, online sending is on the rise, and technologies such as offline sending are a new trend, not for only industries to do their job, but similarly to change their operating system and integrate difficulties with their structures and industry models (Barichello, 2020). The results of the study showed significant growth for unemployed and developing consumers in the use of virtual shopping facilities and online portable devices (Baldwin & Evenett, 2020). An increase in the sum of network audiences was observed in the leading week of April 2020. E mobile trading applications show similar styles. The analyst also expects the number of active audiences on the network platform to increase compared to January and April (Vidya & Prabheesh, 2020). In various countries such as Indonesia, Malaysia, Singapore, Japan and Hong Kong, the food distribution centres has enlarged (Gruszczynski, 2020). The researcher could analyse the upsurge in demand as well as traffic flow in the very first half of April, representing the highest number of active and thoughtful customers. Researchers confirm that, with daily change since May 2020, the rate increases (Erokhin & Gao, 2020).



Extremely reliant on COVID-19 and beyond consumer behaviour towards this deadly epidemic (Roe et al., 2020). Wal-Mart Stores Inc. is Pakistan's largest online store owned by online trading. Trusted Trading is an online Chinese company with more than 5 million products, more than 36,000 retailers and 600 plus products on the platform (Khan et al., 2021). As a result of the release of Covid-19, 450 Pakistani firms are approved to export various things. About half of all exports to Pakistan go to the pretentious states of coronavirus such as China exports to pretentious western states from Pakistan, and ten per cent of exports to China are for that purpose. This means, then, that the epidemic's impact on Pakistan's foreign markets is probable to be significant as large exports face a crisis (Maliszewska, Mattoo, & Van Der Mensbrughe, 2020).

2.1. COVID-19

The Coronavirus is a major worldwide disaster that has befallen us in the shape of COVID-19. Pakistan confirmed his first four coronavirus cases on March 01, 2020, (Carreño et al., 2020). Now, Pakistan is a state with the third utmost authentic corona cases in Asia and the top eleventh globally. The COVID-19 epidemic is histrionically fast-tracking the alteration from old to ordinal trading (Laborde et al., 2020). Customers should isolate themselves and make public orientation to their social circles. As a result, trading trends and habits of spending have improved. Coronavirus is a well-thought-out autonomous variant as the national and international markets are the most damaged (Morcatty et al., 2021). In the global economy, this endemic has created many problems. The entire global financial and social system was highly dependent on deadly diseases (Barua, 2020).

2.2. Customer Behaviour

The epidemic has caused a dramatic change in global shopping habits, with consumers increasingly choosing to shop online instead of actually. Customer behaviour or feeling is also considered a distinct distinction. This is because of how people react to a specific COVID-19 epidemic (Kirk & Rifkin, 2020). The attitude of Pakistani consumers consequently significantly affects the need for the online trading business (Laborde et al., 2020). Lockdowns have created a significant shift in consumer purchasing attitudes in the state. To meet the critical survival needs, customers rely heavily on online trading websites (Erokhin & Gao, 2020). Companies have introduced channels that provide online facilities to compensate for declining sales in their traditional and brick shops. Consequently, customers are moving to online shopping to keep up with social media standards (Carreño et al., 2020).

2.3. Online Trade

Despite the COVID-19 epidemic, the Internet trading division has been determined by rigid boundaries. Throughout the coronavirus epidemic, Pakistan's economy and the multi-media economy have dramatically increased income as consumer physical activity has been limited (Morcatty et al., 2021). The republic has been trying to enlarge the digital integration of its economy by inspiring virtual industries to encourage export and create jobs for the young generation. Nonetheless, prevention programs related to the covid-19 virus seem to be contributing to Pakistan's turbulent economy (Barua, 2020).

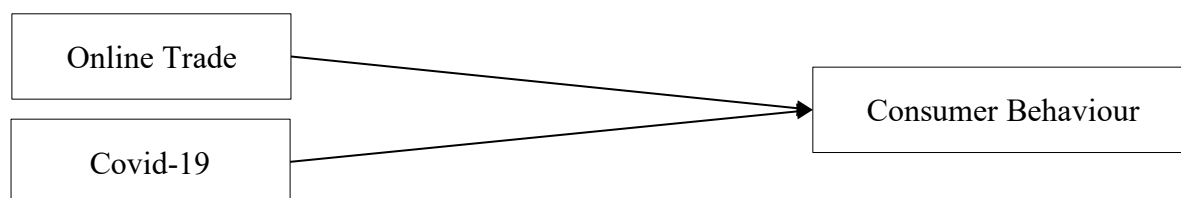


FIGURE 1 Theoretical framework shows the impact of online trade and covid-19 on consumer behaviour.

3. RESEARCH METHODOLOGY

3.1. Sampling Technique

Sample techniques used in scientific research clarify how we choose members in human research. The sample size was selected from 100 respondents. Such interviewees helped the investigator to collect



information on the special effects of the coronavirus on the online trading business in Pakistan. The investigators start a list of questions using a five-point Likert scale in this research. It allows scholars to get data. In this research, a random sampling technique is used. The researcher performed this data gathering procedure to achieve the purpose of the study based on the works of Ahmad, Shafique, and Jamal (2020), Imran et al. (2021a); Imran et al. (2021b), Shafique (2017), Shafique and Ahmad (2020), Shafique and Habib (2020), Shafique and Khan (2020a); Shafique and Khan (2020b), and Shafique and Siddique (2020).

3.2. Data Collection

The data collection and integration process were conducted with research questions distributed by the researcher to support the investigator collecting the essential material about the outcome of the Pakistani online trading. Data were collected from the bank employees. For the Explanation SPSS Statistical tool is used. The SPSS analysis technique aids the study to collect the required data. The research addresses the following research topics:

- Is the coronavirus (COVID-19) contributing to online trade in Pakistan?
- Is Covid-19 affecting Chinese procurement behaviour in Pakistan?

Researchers develop the succeeding hypotheses to achieve the purpose of the research.

H1: The online trade industry is positively affected by a coronavirus (COVID-19) in Pakistan.

H2: Covid-19 affects the buyers' purchasing behaviour for Chinese merchandise in Pakistan.

3.3. Data Analysis

The data-gathering technique was performed using several data analyses. In this investigation, the writer uses a quantifiable measurement method, enabling researchers to access all the data correctly. The study uses SPSS to analyse the data. This allows the researcher to get the responses in order. Investigators help researchers accurately represent data containing questionnaires submitted by them.

TABLE 1 Demographic variables

| Gender | Frequency | Percentage% |
|------------------------|-----------|-------------|
| Male | 64 | 64% |
| Female | 36 | 36% |
| Age Group | | |
| 15-20 | 3 | 5% |
| 21-25 | 19 | 31.67% |
| 26-30 | 38 | 63.33% |
| Income | | |
| Below 10000 | 0 | 0% |
| 10001-15000 | 7 | 11.67% |
| 15001-20000 | 20 | 33.33% |
| 20001-25000 | 23 | 38.33% |
| Job Description | | |
| Sale Executive | 29 | 48.33% |
| Manager | 31 | 51.67% |

TABLE 2 Reliability test

| Variables | Items | Cronbach's Alpha |
|-------------------------|-------|------------------|
| Corona virus (Covid-19) | 6 | 0.856 |
| Customer Behaviour | 6 | 0.993 |
| Online Trade | 7 | 0.894 |



The above table shows the results of a frequency analysis that comprises frequency and percentage of work, gender, age and profession respondent salary and occupation. The participant evidence collected by the researcher is used extensively. The writer should record the frequency and quantity of defendants, both male and female.

Reliability measures inner stability. Researchers widely use this method to assess accuracy during processing. According to data collected, Cronbach's Alpha is below and almost 1.00. So, researchers chose a positive hypothesis other than the Null hypothesis.

TABLE 3 KMO & Bartlett's Test

| KMO | .846 |
|--------------------------|-------------|
| Chi-Square approximately | 1373.310 |
| Df | 88 |
| Significance level | .003 |

3.4. KMO and Bartlett's Test

This technique supports the researcher in computing the sample's accuracy for every model. The significance value is lower than 0.05, which is 0.003, dependent on the test above. The KMO value differs from 0.88 to 1.00. It signifies an appropriate and positive process for demonstrating outcomes. In rejecting a null hypothesis, the researcher should consider another hypothesis.

TABLE 4 Correlation Analysis

| Variables | Online Trade | Covid-19 | Consumer Behaviour |
|--------------------|---------------------|-----------------|---------------------------|
| Online Trade | 1 | | |
| Covid-19 | -0.184 | 1 | |
| Consumer Behaviour | -0.137 | 0.169 | 1 |

The results show that Online Trade and Covid-19 has negative interactions. As a correlation coefficient, $r = 0.184$, $P = 0.00$, this authorises the important correlation between Online Trade and Covid-19. At the same time, Online Behaviour and Consumer Behaviour Indicate a negative association with Online Trade.

TABLE 5 Regression Analyses

| Constructs | Beta | S.E. | T-value | P-value |
|--------------------|-------------|-------------|----------------|----------------|
| COVID-19 | -0.145 | -0.126 | 2.71 | .001 |
| Consumer Behaviour | 0.251 | 0.109 | 2.936 | .000 |
| Online Trade | 0.012 | 0.125 | 3.463 | .000 |

The Regression table shows a methodological analysis describing the effect of variability in some Pakistan content. The result reveals that Covid-19 has a negative and crucial previous detective that has confirmed the same result. The result also shows that consumer behaviour is positive.

4. RESULTS AND DISCUSSION

Locking limitations and shifting health and economic needs obsessed from COVID-19 are projected to deter several online trades and minor trades around the globe. The research examines and detects the negative influence of the Coronavirus on the online trade in Pakistan. Adverse effects affect sales and consumer purchases. Barriers to online trade companies include a decline in consumer spending.



Reduction in buying efficiency also disturbs purchasing and distribution procedures. The situation detected can last as a minimum of sixteen months in length, agreeing to a research study. This will decline the online trade and reason considerable damages in the trading manufacturing. Chinese things are also reducing the competitiveness of goods in the Pakistani market with an increase in customer behaviour.

For this reason, the current e-trade in the Pakistani market continues to impact despite consumer concerns that the circulation of customer things has compromised food security by e-industries. So, human interaction is limited to the public, and e-trade marketplaces are decreasing. Therefore, the analysis understands together the study difficulties and the research objectives of the researchers.

5. CONCLUSION AND FUTURE RECOMMENDATION

COVID-19 has changed people's lives. The global closure of the industries containing the epidemic has donated to the decay in integrated manufacture, while increased eating and speculation have decreased demand. Experts are researching the reasons for this disease (Erokhin & Gao, 2020). The occurrence of COVID-19 lead to the result in the collapse of several renowned corporations in several subdivisions as consumers (Gruszczynski, 2020). The extensive shutting of shops and factories in China and everywhere globally due to the coronavirus is shocking. Shops, storerooms and numerous other firms have been shut down. China, the world's largest importer, shares a border with Pakistan and is struggling due to the Coronavirus (Jean, 2020). Pakistan is completely reliant on Chinese merchandise and services, so the online trade has been devastated by this sudden epidemic (Kerr, 2020). The influence of coronavirus blocks all shipping processes that disrupt local economic growth. Many traders are attempting to get their goods from other means to start their trade cycle. Second, Pakistan is mainly a money-based economy (Espitia, Rocha, & Ruta, 2020). Consumers accept electronic payment systems. By the information given by the SBP, only 0.3% of virtual trades take place yearly (Khan et al., 2021). An analysis of this article includes the impact of the coronavirus on Pakistani online trade.

As tested, online trade businesses are most damaged by the epidemic (Loayza, 2020). The state is hostile as the danger of death rises, but Gross Domestic Product is down in the coming days. Refurbishment and economic recovery, as before, should be challenging (Evenett, 2020). International sales are frequently very problematic to climb. Investigators are conducting all the essential studies on Covid-19 (Maliszewska et al., 2020).

Conflict of interest

The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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