

Iqra National University

Business Administration Department

IMPACT OF CURRENT PANDEMIC (COVID-19) UPON ONLINE RETAILING IN PAKISTAN

RESEARCH PROPOSAL

SUBMITTED BY: FAROOQ SAADULLAH (14375)

SUBMITTED TO: DR. AMNA ALI

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Approval Sheet

This Research Proposal entitled “Impact of Current Pandemic (Covid-19) upon Online Retailing in Pakistan” Y.2020 prepared and submitted by Farooq Saadullah (14375) in the partial fulfillment of the requirement for the passing of the Subject “Business Research Methodology” in the Degree of “Bachelor of Business Administration” has been examined carefully and is recommended for approval and acceptance.

**Research Supervisor
Dr. Amna Ali**

Declaration

I Farooq Saadullah hereby declare that the content of this research proposal is my own study finding. To the best of my knowledge it is not been presented to any University or College for any academic award.

Signature

Date

Abstract

In the current pandemic condition retailing business is near the point of shutdown as customer are unwilling to go to market place where crowd is expected, so online retailing store are expecting a boom in the business all over the globe the proposed research activity is about whether online retailing in Pakistan is also impacted by the current pandemic conditions.

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Chapter 1: Introduction

1.1 Background of Study:

Online or electronic retailing is the sale of goods and services through the internet. E-tailing, can include business-to-business (B2B) and business-to-consumer (B2C) sales of products and services, through subscriptions to website content, or through advertising. Basically online retailing does not include one physical presence in shop or market rather an online profiles and ids etc. This mode of business has helped many people during the current situation while staying home and getting their required items.

1.2 Problem Statement:

Global online retailing business is booming, the reason it progress is wanted to be studied in Pakistan is that Pakistan is a developing country with a low literacy rate so how has Pakistani peoples reacted to this can answer many questions.

1.3 Research Questions:

- How has Pakistani People reacted to online retailing during current pandemic conditions?
- Which mode is preferred Cash on Delivery vs. Online Payment?
- Have those businesses record any significant impact on their business that support payment methods indigenous to the country like easypaisa or jazzcash etc?

1.4 Research Objective:

To understand and eliminate obstacle that are faced by online business industry in Pakistan and to create a workable eco-system for online business.

1.5 Significance of Study:

This study will enable the online business to overcome the hurdles that they are facing by improving their services and will also enable them to understand the behavior of people so they can introduces new ideas related/ specific to Pakistani eco-system and culture.

1.6 Scope of Study:

The study being conducted is to know whether online retailing in Pakistan has record any significant increase or decrease and which sector of online retailing is affect the most. Also to enable the user to form such a polices enabling online business to attract more and costumer so that in satiations like these the economy of the country take minimum hit.

Chapter 2: Literature Review

The pandemic satiation is very current and the topic of the research is very unique to a geographical location so no prior research paper could be found there for prior literature review isn't possible.

Chapter 3: Methodology

Study Design:

The study design for this research topic will be **Correlation Study** so that it is easy to study the impact of pandemic upon the business of online retailing.

Universe of Study:

The universe of study or the population for this research would be the businesses that operate via online services and the people whom have a personal smart phone with access to internet especially student because they are much more in touch of technology than other people in our society.

Sampling:

The method we would incorporate for the study in our research would be “**Quota Sampling**” so that every portion of the population get equal representation.

Sample Size:

As our study will be mainly conducted inside originations like Universities etc. We are likely to approach 5 to 10 percent of their population to get accurate and useful results.

Theoretical Framework:

The theory suggests that online retailing in Pakistan would have recorded a boom in their business during the current pandemic situation but due to lack of interest in technology in the society it would have not reached its full potential.

Hypothesis:

“If the payment methods via online retailing are made more convenient then online retailing will reach its full potential”.

Data Collection:

The data collection will be through Questionnaires and surveys from general population and from the documents and records of the online retailing businesses.