

DIGITAL MARKETING AND ITS IMPACT ON CONSUMER ESPECIALLY AFTER COVID PANDEMIC

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ABSTRACT

During the Covid 19 disaster, in the whole world everybody was feeling like the world could end soon. Every kind of the market was getting down such as securities market and the companies were firing the people. People were working from home and all grocery shelves were found empty. Almost every part of the world was infected with the infection and the death was appearing and continuing without stopping. The marketing has also seen cuts in their budget at the upset level. The whole world of the marketing has observed to be changed with Internet Revolution and increased number of Internet users throughout the world including India has also supported for change in the whole marketing structure. This all has pushed up every kind of the product and their manufacturer's sellers and retailers to come into the platform of digital media to be the survivor of the market. It was fulfilling the whole marketing process in an online mode. Digital marketing has various segments such as search Engine Optimization, Search Engine Marketing, Social Media Marketing, Email Marketing, Display Marketing and other similar terms. Still it is very important for sellers to use most of the newly introduced digital marketing methods as per the preferences of consumer. With the introduction of new digital channels and data presentations and digital marketing strategies, the digital marketing has come forward with modern marketing practises throughout the world and has given a very new path for growing of the business. The creation of product or service as a brand through the modes of marketing, social media, Internet and digital channels including mobile phones play a very vital role. This all has suggested a requirement of conducting research on study of digital marketing and its impact on consumer. The whole study is surrounding to the digital marketing and its concerned phenomena. In the detailed analysis which has been conducted in this study helps in going through the global competition scenario in digital marketing and its effect on traditional marketing practises. The study has also supported different marketing digital modes and tools which has been developed to streamline by the various global players of social media and digital media like Google facebook Instagram etc.

KEYWORDS: Digital, Marketing, Response, Covid, Development, Commercial.

Introduction

The first thing brands learned from COVID- 19 was in a time of extremity, or a chance whether driven by an epidemic, by competition or consumer behaviour, changing messaging and content to reply snappily is critical. numerous brands took weeks to alter their advertising messaging because the archaic creative and happy product brigades toiled at significant cost and time, manually re-creating everything from television commercials to display advertisements to reflect extremity messaging only to be followed by another similar precious cycle for recovery messaging. The response demanded for COVID- 19 was

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also unusual in this messaging had to be discrimination looking on where in the world (or indeed within a country) the brand was advertising. Internet has revolutionized the way business is conducted presently. Hence this research work is connected with the digital marketing as a medium of communication and E-Commerce between the various companies and the customers who are using digital modes such as Internet, Mobile Digital channels and information technology. The concept of digital marketing has two way communications from both the sides that is from the client as well as from the company.

Conception of Marketing

Marketing refers to a kind of the exertion which a business undertakes to promote the trade of the company including trade of its services. In General sense Marketing involves making adverts, Selling of the products and making their delivery up to point of customer or sometimes to other merchandisers. Some marketing is finished by cells on behalf of the customers. In other words Marketing is the set of exertion done by marketers or the businesses related to dealing and buying products that's goods or services. Marketing includes creation, advertising, dealing and making available products to the customers or people as mass. Workers of promoting department of any company look for people's attention for his or her products with the backing of celebrity autographs, packaging design, taglines and general media exposures. Marketing is a field which has involvement of all conduct a pot undertakes to attract guests and maintain connections with them. Matching products to guests ultimately ensures profitability.

Digital Marketing

The digital marketing have been used in a very long way in operational manner but in a conceptual way and in understanding way it is still not known properly that in what ways and how and where to use digital marketing in the different channels or different ways or in marketing for the long term with a consideration to the growing use of information communication technology. In the field of the marketing there are various aspects of digital marketing. Digital marketing uses a kind of Technology along with the Internet to increase the efficiency of the traditional marketing methods. This is quite simple and clear as far as the traditional 4 P's of marketing are concerned including new client acquisition and their retention. Sometimes the digital marketing is also used as interactive marketing or even one to one marketing, online marketing and also as E marketing. The present social modern term for digital marketing is social media marketing which is the most efficient method of digital marketing. In the easiest way, the digital marketing is a style of making the marketing of the product or service which includes electronic technology. E- Marketing is invariably a part of E-Commerce. If we go to the fundamental objective of E-Marketing or digital marketing it is more focused on management of Technology continuously to create and develop relationship with customers with the facility of creation of a continuous and interactive communication. In this research, the researcher especially concentrated on communication capability of digital marketing at and its impact on ecommerce customers.

Significance of Study

Through an analysis of applicable published checks during COVID- 19 and an in- depth discussion with many marketing professionals and consumers, this textbook has analysed the following objects:

- Main changes in consumer behaviour caused by the COVID- 19 and posterior lockdown period.
- To find out the explanations of behavioural changes in consumer decision- making process in times of extremity.
- To explore the impact of the Covid Pandemic on various diurnal essential.

There are still further misgivings to prognosticate how the trade for the posterior many months is impacting the world as a whole in both way that is personally and professionally. Although a number of the businesses managed to work using the social media channels which is known as E-Commerce and Social Platform.

Review of Literature

Debdas Rakshit and Ananya Paul (June, 2020) The Researchers has tried to explain compactly the history of Novel Corona contagion along with the detailed discussion on its impact on diligence collectively, including the education. This is maybe the only paper which has banded the impact on overall assiduity performance in such a well mannered that it's making it assiduity specific analysis. The research paper covers impact on Primary, Secondary and Service sector including really education

sector. Within each sector, further discussion has been made for different order of sub sectors. Another part is also covering the positive side goods of arising nimbus epidemic. They also recommended with some survival strategies.

Girish Jadhav (2020) the experimenter has accepted a study on the impact of Covid 19 with the special attention to Indian frugality. The experimenter has compactly described the impact of Covid. He has initiated with growth protrusions which are revised towards down side. He placarded the identical with the backing of varied reports of National and International agencies. In his research he has given some recommendations to achieve attention of Policy makers of the India to help them fraudulent on cater the inflexibility of Corona.

Nuno Fernandes (April, 2020) the study covers, like other studies, the world Recession because of Covid 19 across the diligence, and different husbandry of various countries, together with its impact. Still the one better part of the research was to describing that no correlation lives between death rate and profitable impact. This may be no way been studied by any experimenter. They also clear that the profitable impact of Corona shall not be compared with its relatively other flues passed preliminarily as because their impact was not Global like Covid 19.

Khare, 2016; Arpana, 2020 Most of the Indian retailers are very conservative as far as cost is concerned because of their valuation policy and are not generally interested in making quick opinions supported elevations and announcements. Also, internet buyers, numerous-a-times, stumble upon various issues such as timely delivery and support service to the client.

Retail Economic Times of India, 2020; Staff, 2020 guests ' perception of threat toward online internet spots is exacerbated due to the inferior IT set- up employed by several e-tailers, leading to the hacking of non-public information

Rational of Study

Numerous of tests have been conducted to observe the customers emotions during the Covid pandemic and it has been observed that consumer behaviour has changed many times during that period, especially for FMCG products. Understanding of recent models will have a good part to play in successes and failures of dozens of enterprises, post-COVID-19 scenario. The character of this extremity has dropped at the face the disadvantage of trade dependences for essential particulars, market complexity and has ruthlessly exposed the materialistic culture of shopping for behaviour which was not inescapably need- convinced. This, in turn, is posing a challenge to the companies for bringing strategic changes for sustainability and to reevaluate about the present consumer behaviour models and their utility for businesses and marketing strategies to stay feasible across consumer parts.

Hypothesis for Study

H₀₁: There is no impact of Covid 19 on the buying behaviour of consumer.

H₀₂: The consumer's perception will not change due to Covid Pandemic

Research Methodology

The methodology is substantially a suggestion system for working an issue, with specific factors like phases, tasks, styles, ways and tools. In simple word it describes the way the research has been administered. It includes overall research design, setting objects, the format for data collection, the word collection system, the sample design, the varied tools and ways won't to present the information and last but not the lowest quantum the analysis procedure.

Source of Data

The study is especially supported primary data. The Source of primary data is collected using questionnaire from various consumers through interview schedules and Collection of information using questionnaire in variety of opinions. Questionnaires are extensively used for data collection, especially in scientific discipline research. Questionnaire may be a pre-formulated written set of questions designed by the experimenter to which actors' record their answers, and mentioned it as "an effective data collection medium since it's known to experimenter that what is needed and the way to that will be measured".

Testing Fashion

While opting the sample all general people were taken into consideration so as to constitute the entire population. The sample comprised of varied order of client's including female, Old age and youthful one, so the opinion can be collected in every aspect. A convenience sample is employed to assemble response from 100 people.

Sampling Design

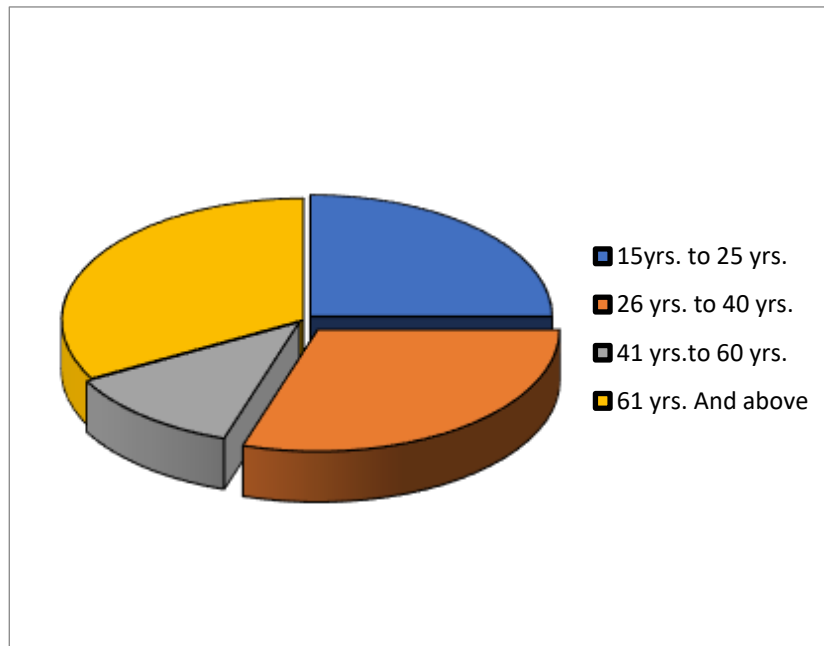
As bandied above the sample method that was set up applicable for the present research is accessible sample. For the opinion 100 repliers are chosen.

Results and Analysis

For the purpose of the analysis of impact of Digital Marketing on Consumer Buying Behaviour after Covid, response of the repliers has been observed through questionnaire. The same have been shown in below table

Table 1: Showing Category of Respondents (Classification of Respondents)

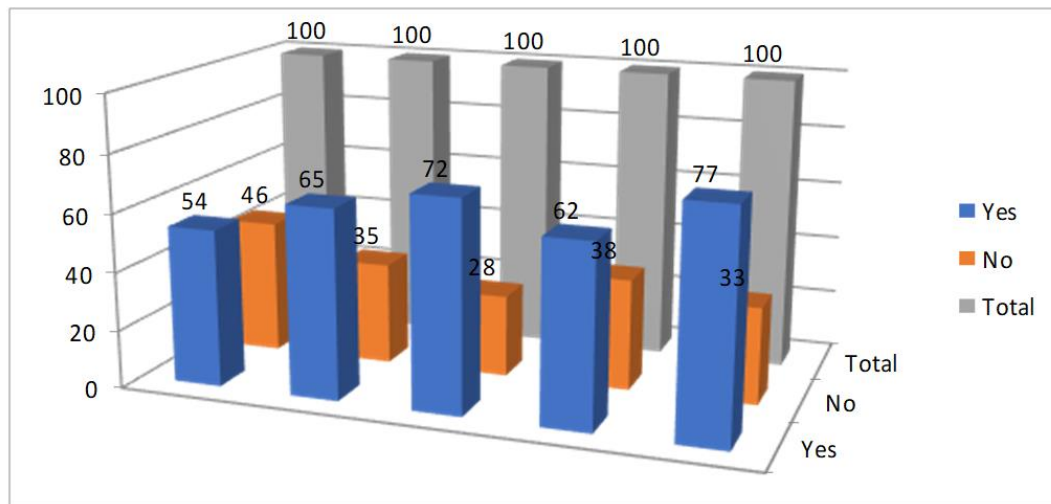
Age Groups	No of Respondents
15yrs. to 25 yrs.	25
26 yrs. to 40 yrs.	30
41 yrs. to 60 yrs.	12
61 yrs. And above	33
Total	150



As we can see in the table1 that for the purpose of our research we have included almost all age group persons in the sample so the result could be analysed in well-mannered form.

Table 2: Consumer’s Opinion Regarding Various Aspects of Buying

Question		No. of Respondents					
		Yes		No		Total	
A.	Would like to make purchase in the physical form after the Covid pandemic?	54	54%	46	46%	100	100%
B.	Whether you still give consideration to the hygiene for in purchasing	65	65%	35	35%	100	100%
C.	Is it comfortable to you to make shopping in online mode	72	72%	28	28%	100	100%
D.	Would you like to continue to make shopping in online after the Covid period	62	62%	38	38%	100	100%
E.	Whether in your opinion the impact of Covid 19 will continue in long run impacting your Shopping Habits	77	77%	33	33%	100	100%



As we can see in below table that utmost of the consumer's are still reticent in making the buying in the same manner as they were making previous to Covid 19. The Fear of Epidemic is still exiting and can be seen in the check replies. There seems to be a radical change in the Buying behaviour but only after 1 or may be to 2 year later the end of Epidemic. Hence there won't be any change in the short run in the buying behaviour of consumer's.

Conclusion

In the Covid 19 the world has seen a new word with the more fresh air, clean environment, totally cleaned rivers and the most important the change in phenomenal mind set of people. At the time it was not known to anyone whether it is endless or will continue or end. So, everybody was living in the world of horror without knowing their probability of living tomorrow. The entire FMCG market including the agriculture was having a lot of pressure of survival as there was a substantial amount of loss in their profit. However, this is also given an opportunity for creating a market with the whole consumer preference to cater the new changing world in the form of online or digital marketing known as E-Commerce market. This will going to tell us that who will be the leader or survivor of the market. Hence market and Consumers shopping behaviour including is not an exception to current situation. The most effective strategy which was recommended for regulating or surviving during this horror period of pandemic to accelerate the changing requirements of the consumers because it was the requirement of that time and it was not at all the time of making preference to luxurious goods even at the lowest price range, rather people were contributing unitedly for fighting this worst phase of their life. That is why the consumer's preferences have found to be changed over this period throughout the world where people was buying goods online for their groceries for their survival. When the entire world was surrounding to this Corona epidemic and at the same time behaviour of consumer has been observed to be altered and it was moving or attracting towards online shopping. Number of new difficulties has been encountered by the all businesses as the export and import the business on those who were totally dependent on export import as lost and survival has become difficult at that time. Many companies stopped operating that time. The digital marketing was the only possible strategy for all of them. Whosoever was in the business for the long run through digital mode including FMCG goods has easily made their survival. The economy could end up with the greatest future benefits and the long term recession has been set out in the back with the digital age.

Suggestions for Digital and E-Marketing

- Search Machine influence frequency of e-buying, experimenter suggest to form optimum use of hunt machine marketing, increase virtual presence by online and offline search machine optimization.
- Develop and well maintain direct e-commerce website web operation/ mobile operation as thee-business consumers set up preferred due to connect on toe-commerce business and having influence one-buying.

- Marketers should increase satisfaction position of online consumers by using proper digital marketing channels.
- Suppose about dispatch marketing/ creation strategies and make a system to optimize your product/ services information online so client can find it fluently.
- Clicking/ digital advertisements have Correlational statistics with e-buying frequency but the identical time advertisements must be intriguing and concentrated also only e-commerce consumers have influence one-buying.
- There is a compass for any business to produce a important presence online.
- Use of 'Digital Marketing' strategies will not increase only e-commerce business but also helps to extend store business also.

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