

EFFECT OF SOCIAL MEDIA ON CUSTOMER PERSPECTIVE AFTER PANDEMIC PERIOD COVID 19

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ABSTRACT

This study was conducted with the intention of determining the extent to which the COVID-19 epidemic had an impact on social media marketing in India. Very little study has been done on the ways in which a pandemic affects the behavior of consumers. In order to fill this need, exploratory research was carried out to investigate the social media usage patterns of Indian customers. The objective of the study was to examine the ways in which in the years since the onset of the COVID-19 outbreak, the way in which Indian consumers use social media for the purpose of making decisions has undergone significant changes. An investigation into the mean differences in interactions on social media platforms that took place before and after the COVID-19 epidemic was carried out with the help of the Wilcoxon signed-rank test. Based on the findings of the survey, it was discovered that consumers were increasingly utilizing social media as a means of completing research prior to making judgments on their purchases. There is a high probability that the majority of nations are affected by the adverse impacts of social media due to the fact that the COVID-19 epidemic is a worldwide phenomenon.

KEYWORDS: Social Media, Marketing, Consumer.

Introduction

In response to income losses, transportation restrictions, and pandemic mitigation efforts, business-to-business (B2B) sellers and manufacturers have slashed marketing and production costs, sought out new suppliers both at home and abroad, and accelerated decision-making. National firms were given the option to sell a wider variety of commodities in order to counter imports and provide the resources that other companies and overseas corporate subsidiaries require. On the other hand, sectors that deal directly with consumers saw a decrease in both cross-border mobility and purchasing power. Along with a push toward health and safety, consumers persisted in embracing inexpensive goods and services. We paid more attention than usual to products that make a room seem more cozy and comfortable. Customers typically postponed some needs during the scenario due to the situations' fuzziness and unpredictability. Accelerating digitization and making the process of finding and buying things on the internet more easy was essential for both the consumer and industrial markets.

In the Pre-Pandemic Period, Social Media and Healthcare

Prior to the COVID-19 incident, the utilization of social media in the field of medical education and healthcare was a material source of contention. There is still a substantial amount of dispute over the virtues of social media in terms of genuine learning and improvement in the quality of care that is offered, despite the fact that the number of healthcare professionals and organizations that engage on social media platforms has been steadily expanding over the past several years.

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In a similar vein, the utilization of social media-based strategies for the dissemination of scientific articles has resulted in an increase in the citation rates and Altmetric scores of these articles.⁶ However, it is likely that the degree of amplification is a function of social media in addition to any true increases in readership. Previous to the COVID-19 pandemic, the utilization of social media in the field of medical education and healthcare has been the subject of debate. In spite of the fact that the utilization of social media by healthcare organizations and professionals has been rapidly increasing over the course of the past few years, there is still a great deal of dispute over the benefits of social media for actual learning and for improving the quality of care.

Likewise, citation rates and Altmetric scores of scientific works have gone up as a result of social media-based dissemination strategies.⁶ But in addition to any real improvements in reading, the degree of amplification is probably a product of social media. Even before the COVID-19 event, there was substantial disagreement over how to use social media for healthcare and medical education. Though the number of healthcare organizations and professionals participating on social media has been growing over the past few years, despite the fact that the number of healthcare organizations and professionals that are active on social media has been increasing, over the past few years, there is still a lot of debate about whether or not social media is good for real learning and improving the quality of care that is provided.

There has been an uptick in the citation rates and Altmetric scores of scientific papers that have been disseminated using social media-based tactics.⁶ The extent to which things are amplified, though, is probably dependent on social media as much as on actual increases in reading. There was some discussion about using social media for healthcare and medical education before the COVID-19 epidemic. Despite the increasing use of social media by healthcare organizations and professionals, much debate persists regarding the efficacy of these platforms in facilitating real learning and enhancing treatment quality.

Using social media-based dissemination strategies has also led to an uptick in scientific papers' citation rates and Altmetric ratings.⁶ Nevertheless, with or without real reading advancements, the level of amplification is likely due to social media usage.

Social Media during Pandemic

During the COVID-19 epidemic, people relied heavily on social media for a variety of reasons, including staying informed about the virus and finding emotional and peer support. The goal of these studies is to find COVID-19-related themes and sentiments on Twitter. Virus origins, effects on people, countries, and the economy, as well as various ways to lessen the likelihood of infection, are among the numerous subjects covered by tweets concerning the virus, according to the results.

Social media has developed into a powerful tool for spreading information and influencing people's behavior patterns due to its wide reach. Twitter was used by a wide variety of people to encourage others to wear masks, according to a study that examined tweets related to face masks during the COVID-19 pandemic. The ways in which TikTok has been used to promote mask wearing across various populations. The spread of humorous COVID-19 mask memes is only one example of how social media is utilized for reasons other than official public health messages. Some individuals depended heavily on social media during the COVID-19 pandemic for a variety of reasons, including remaining updated about the virus and receiving emotional and peer support. During this time, the epidemic was widespread. The purpose of these investigations is to identify various themes and feelings on Twitter that are associated with COVID-19. The findings indicate that tweets on the virus span a wide range of topics, including the origins of the virus, its effects on individuals, nations, and the economy, and the many methods that can be utilized to reduce the likelihood of infection.

The widespread reach of social media has resulted in its development into a potent instrument that can be used to disseminate information and influence the behavior patterns of individuals. According to a study that looked at tweets relating to face masks during the COVID-19 epidemic, Twitter was utilized by a wide variety of individuals in order to encourage others to wear masks. The various methods in which TikTok has been utilized to encourage people from different populations to wear masks is discussed. By way of illustration, the dissemination of amusing COVID-19 mask memes is only one example of how social media is employed for purposes other than the dissemination of official public health messages. Some people are discovering that humorous memes are helpful in coping with the pandemic, particularly those who are experiencing anxiety as a result of the disaster. During the course of the epidemic, further research has also been conducted on the influence that social media has had on the mental and emotional well-being of individuals.

Individuals are finding that funny memes help them deal with the pandemic, especially if they are suffering from anxiety. The impact of social media on people's psychological and emotional health throughout the pandemic has also been the subject of additional study.

Literature Review

Based on their analysis of the literature, Laato et al. (2020) concluded that most studies have focused on how pandemics affect preventive health activities, while the effect of a pandemic on consumer behavior has been given comparatively little consideration. When consumers are confused about what to do, it could be instructive to look at the COVID-19 epidemic through the lens of consumer behavior.

Mason and colleagues (2020) investigated the ways in which the decision-making processes of American consumers have evolved since the beginning of the COVID-19 pandemic. According to their findings, from the beginning of the epidemic, consumers have been using social media more frequently to conduct product research, explore for things, and ultimately purchase them.

Year 2022 Located on the island of Cyprus, Nicosia During the course of the investigation on the numerous consumer behaviors that were impacted by the COVID-19 pandemic, the Nicosia Consumer Decision-Making Model proved to be an effective instrument. Specifically, the five actions Alternatively, behaviors that are connected with the decision-making process of consumers were investigated. outlined by Nicosia's model. Among these actions are those that pertain to determining a product's necessity, researching that product, weighing the pros and cons of available alternatives, making a final purchase choice, and continuing to use the product after purchase. According to a literature analysis by Laato et al. (2020), most studies examining the effects of pandemics on human behavior have concentrated on how these disasters motivate people to take preventative measures. Nonetheless, very little research has focused on how a pandemic would affect consumer habits. In times when customers are unsure of what to do, it might be useful to look into how the COVID-19 epidemic relates to consumer behavior. If one wants to know what's going on, they may do this.

A study that was conducted by Mason and colleagues (2020) investigated the ways in which the decision-making processes of American consumers have developed from the beginning of the COVID-19 pandemic. According to the findings of their study, since the beginning of the epidemic, users have been using social media more frequently to evaluate product demand, shop, and make purchases..

Cyprus City, Nicosia, 2022 is the location cited. Nicosia's Consumer Decision-Making Model offers a functional framework that may be utilized for the purpose of doing research on the numerous consumer behaviors that have been influenced by the COVID-19 pandemic. Nicosia's model discovered five stages, or steps, that customers go through before making a purchase decision. This was done for the purpose of doing a more in-depth examination. Activities that are related with evaluating product needs, conducting research on products, comparing available options, deciding on a final purchasing option, and following up on the purchase are all included in this segment of the process..

According to a literature analysis by Laato et al. (2020), most studies examining the effects of pandemics on human behavior have concentrated on how these disasters motivate people to take preventative measures. Nonetheless, very little research has focused on how a pandemic would affect consumer habits. In times when customers are unsure of what to do, it might be useful to look into how the COVID-19 epidemic relates to consumer behavior. If one wants to know what's going on, they may do this.

A research by Mason et al. (2020) examined how American consumers' decision-making processes have evolved demand, shop, and buy since the start of the pandemic.

- **Location:** Cyprus City, Nicosia, 2022 For the goal of studying the many consumer behaviors affected by the COVID-19 pandemic, The Consumer Decision-Making Model developed by Nicosia offers a useful organizing principle. In order to provide a more comprehensive study, it is important to note that ever since the epidemic began, there has been a demand, buying, and purchase.

The location that is being referred to is Cyprus City, Nicosia, 2022. In order to accomplish the goal of researching the numerous customer habits, a model developed by Nicosia found five steps., or steps, that customers take before making a purchase choice. Activities associated with determining product needs, researching products, comparing options, making a final purchase choice, and following up on the purchase are all part of this area.

Szymkowiak (2016) said that new technological platforms on the internet have provided a new way for people to learn about things and share their experiences with them through different types of electronic media. A buyer posts their inquiries in the accessible discussion forum in the hopes of finding an answer that will help them make a choice about purchasing a product. Businesses have found social media to be an excellent tool for advertising their products and finding their target audience. One way to classify social media marketing is by its tools and equipment. There are instruments that aid the company, and there are tools that aid the people.

When it comes to advertising products and services, social media is where it's at, say Kathirvel and Srinivasan (2018). Particularly in cases where consumer tastes are dynamic and ever-changing, this is true. Social media marketing may help with branding, drawing in visitors to the page for the brand, monitoring and sales and page visits showing growth, and persuading potential consumers to buy online. According to Appel et al.'s 2019 research, businesses of all stripes may benefit from social media as a marketing and communication hub. The social media communication channels have revolutionized the shopping environment. These shifts are the product of both technical developments and the tastes and habits of social media users. Mobile apps and websites that support a range of digital technologies allow users to engage in discussion and share content inside social media platforms.

An individual's role as a brand ambassador for an online purchase was demonstrated by Mason et al. (2021). In order to express how happy they are with their purchases, people post content on different social networking platforms.

Businesses aiming to grow their operations are putting a lot of emphasis on social media marketing, say Chatterjee and Kar (2020). Many beneficial outcomes may be achieved for firms using social media marketing. Employee creativity is enhanced, sales are increased, affirmation feedback is provided, customer connections are maintained, and inquiries are increased.

Objective

- To examine how often people shop online in the time after COVID-19.
- After COVID-19, it's important to find out which social media platforms people use the most.
- Is to construct the model that the author proposes as an in the era following COVID-19, for the purpose of social media marketing.

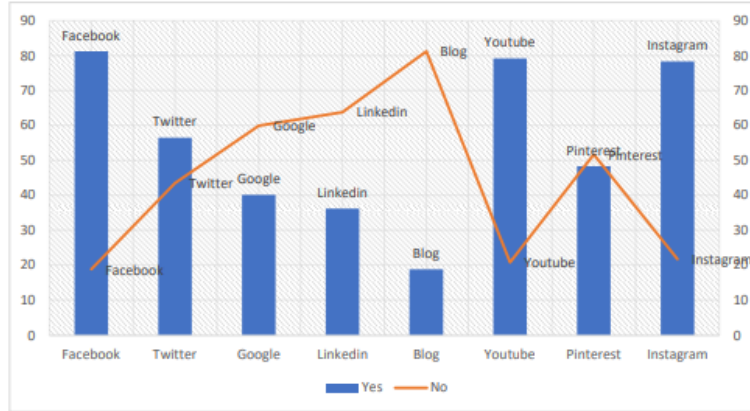
Methodology

Participating in the study, which aimed to determine how often people purchase online after the COVID-19 pandemic, were 207 people in total. The online poll was shared across several social media platforms in order to gather responses. The study included sending out questionnaires across various social media platforms. Predictions about customers' online shopping frequency and post-COVID-19 purchase behavior were possible based on survey responses. Questions about your demographics and your those who make use of social media are included in the first section of the test. where you may select "yes" or "no" as an answer. The next survey you'll see after COVID-19 will have questions with multiple-choice answers. Your online shopping habits will be the focus of these inquiries. A Likert scale with five points, with values ranging from one to five of higher.was utilized. When the score was five, it meant that the choice was chosen rather often; when it was one, it meant that it was never checked. Almost everyone who took the survey said that they shop online most of the time. Reason being, there are a lot of dangers that come along with going to a real business.Participating in the study, which aimed to determine how often people purchase online after the COVID-19 pandemic, were 207 people in total. The online poll was shared across several social media platforms in order to gather responses. The study included sending out questionnaires across various social media platforms. Predictions about customers' online shopping frequency and post-COVID-19 purchase behavior were possible based on survey responses. Questions about your demographics and You are asked about your use of social media in the first section of the survey, which is where, where you may select "yes" or "no" as an answer. The next survey you'll see after COVID-19 will have questions with multiple-choice answers. Your online shopping habits will be the focus of these inquiries. A five-point Likert scale, with values ranging from 1 to 5, was utilized. When the score was five, it meant that the choice was chosen rather often; when it was one, it meant that it was never checked. To avoid the hassle and potential dangers of going to a brick-and-mortar store, most respondents said they prefer to shop online. In response to query a.v., this was the rationale given.

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Data Analysis

The study found that after COVID-19, people who spend more time on social networking sites such Instagram, Facebook, Twitter, YouTube, LinkedIn, Google+, and Blog are more likely to buy the product or utilize the service. After COVID-19, this holds true. Internet shopping frequency in the post-COVID-19 era is examined in this study. Within the time frame following the COVID-19 survey, 35.7% of respondents make regular online purchases of items, 46.9% make frequent purchases, 13% make occasional purchases, 3.4% make unusual purchases, and 1% have never made a purchase. Among the 217 respondents, 55.6% are men and 44.4% are women. The study's results also show that there are a lot of new customers who might buy products online, in addition to the regular customers that shop online. Social media users were more likely to In accordance with the findings of the study, you should purchase the product or make use of the service after COVID-19. Facebook, Twitter, YouTube, and Instagram are all platforms where these users are active. Blog, LinkedIn, Google+, and Instagram, among others. This holds true irrespective of the mode of acquisition, be it monetary or otherwise. This is how things are now, after the COVID-19 pandemic. The purpose of this research is to find out how often people shopped online after the COVID-19 pandemic. In the time period after the COVID-19 poll, 35.7% of respondents regularly buy items online, 46.9% buy frequently, 13% buy occasionally, 3.4% buy unusually, and 1% have never bought anything. The two hundred and seven people who have filled out the survey are about evenly split between males and females. Not only do habitual online shoppers exist, but the survey also found a large pool of new clients with the ability to buy things through various online platforms. This is on top of the fact that internet shoppers constitute a recurring demographic. The biggest reason why more people are buying things online is because walking out to actual stores to do it is a lot riskier than making an online transaction. Online shoppers often place purchases to have the products they want sent directly to their homes. Online shoppers often choose to buy products related to personal care, mobile phone accessories, clothing, food storage, and other household necessities. These items may be found on a number of websites. The primary cause of the rise in internet sales was the perceived risk associated with making in-store transactions. Shoppers who prefer to do their shopping online often place orders to have the items they need sent directly to their houses. The most popular items bought from online businesses are personal care items, apparel, food, and accessories for mobile phones and other household appliances.



To determine which social media site is utilized by online users the most frequently, the purpose of this study is to make this observation. Among the 207 people that participated in the survey, the findings indicate suggest that the person is more active on social media platforms such as Facebook, YouTube, Instagram, Twitter, Pinterest, Google, LinkedIn, and Blog. The consumer is able to analyze and finalize the items with the assistance of discussion forums, which enables the consumer to acquire the things that they desire. This is true for both new and existing consumers. With the help of social media marketing platforms, it is possible to identify products that are currently popular and available. on In order to find out which social media site is most often used by internet users, this study aims to make this observation. According to the survey’s findings, which were based on the opinions of 207 people, internet users spend a lot of time on social networking sites including Facebook, Instagram, Twitter, Pinterest, Google, LinkedIn, and Blog. With the help of online discussion boards, shoppers may research and settle on products that meet their needs. Both new and old customers can attest to this. You can find out what’s hot right now on the internet and buy it with the help of social media marketing tools. line.

Consumer behavior Profile with Regard to Social Media Promotion

The purpose of this study and survey was to gain a better knowledge of the consumer profile through the responses of 207 customers. The sample was taken in a manner that was deemed convenient.

Table 1: The Behavioral Profile of the Customers Survey

S. No.	Demographic Characteristics	Percentage	No. of Respond
1	The classification of respondents according to their gender Male Female In total	55.6%	115
		44.4%	92
		100%	207
2	Level of income of those who responded Not more than one lakh In the range of one lakh to two lakhs Higher than two	24%	50
		27%	57
		49%	100
		100%	207
3	Academic history and experience Post-graduate Schooling Below the Secondary School Certificate Other	12.5%	26
		52%	108
		30%	62
		5.5%	11
		Total	100%

As to the findings of the study, the majority of the respondents, which accounts for about one hundred percent of the entire number of respondents, do not engage in regular internet usage. Out of the total number of respondents, 207 are regular internet users. The following table provides an overview of the reasons why customers utilize the internet, as indicated by the survey information.

In addition to analysing how consumers use social media to make purchasing decisions, we also investigated the social media platform that Indian customers favoured before and after the outbreak of the COVID-19 pandemic. This information was gathered both before and after the outbreak. The

preferences of Indian customers regarding social media platforms are displayed in Table 2. both prior to and following the epidemic. There has been a little rise in the usage of Instagram, while there has been a slight decline in the use of YouTube. These changes, however, do not represent any substantial shifts. A total of 207 people who took the survey are thought to be heavy internet users. Almost all of those who took the survey (more than 100% of the total) do not have frequent internet access. This table details the reasons why customers use the internet, according to the survey findings.

We investigated the preferred social media platform of Indian customers prior to and during the COVID-19 epidemic. Besides looking into how people use social media to decide what to buy, this was also done. Data collection for this purpose included both pre- and post-epidemic periods. In Table 2, we can see the influence of social media on Indian consumers' tastes, both before and after the epidemic. An increasing number of individuals are using Instagram, while a decreasing number are utilizing YouTube. Only a little uptick in users has been recorded on Instagram. No major shift in platform preferences has occurred as a direct result of these changes platform preferences.

Table 2: Social Media Platform Preference Start Before and after the of COVID-19

Preferred Platform	India Pre-Pandemic	India Post-Pandemic
Facebook	46	47
Instagram	15	21
Snapchat	4	1
Tik Tok	3	2
Tweeter	2	4
YouTube	27	22
Other	3	3
Total	100	100

As can be seen in Table 3, the findings of the analysis of variance (ANOVA) suggest that there is a statistically significant variation in the observed means for utilizing social media for the purpose of determining product requirements following the declaration of the COVID-19 pandemic. A substantial rise (P-value <.01) was observed in the mean values of respondents' social media usage, which went from 4.64 to 4.86 on the 5.0-point scale that was utilized. In other words, it was discovered that the epidemic was connected to an increase in the number of consumers who used social media to get information about their product requirements. When the findings of the ANOVA were tested for differences in the ways in which customers utilize social media for shopping behaviors, they had a significant impact.

Table 3: Consumers' Use of Social Media for Shopping Behaviours

	Type 3 sum of squares	DF	Mean square	f-value	p-value	Mean pre-covid 19 Pandemic	Mean post declaration of COVID-19 Pandemic
covid Pandemic	7.927	1	7.93	10.13	<0.01*	4.64	4.86
Respondent blocking	1840.86	326	5.65				

Table reveals that there have been substantial shifts in the way that customers use social media as a tool for assessing the risks associated with products. Specifically, the F-value for the ANOVA was 17.04, which According to the data presented in Table 4, there have been significant changes in the method in which customers use social media as a tool for evaluating the risks that are associated with products. To provide more clarification, the F-value (17.04) of the analysis of variance (ANOVA) was determined to be statistically significant (P < 0.01), indicating a substantial difference in the means between the two time periods. In order to provide further clarification, the average number of times that respondents used social media to analyze the risks associated with products increased from 4.25 to 4.60 after the outbreak was proclaimed. over. According to the data shown in Table 4, there have been significant changes in the method in which customers use social media as a tool for evaluating the risks that are connected with products. To provide more clarification, the F-value (17.04) of the analysis of variance (ANOVA) was determined to be statistically significant (P < 0.01), indicating a substantial difference in the means between the two time periods. Specifically, the average number of respondents who utilize social media to examine product dangers increased from 4.25 to 4.60 after the pandemic was revealed. This represents a significant increase. It is evident from these data that customers are increasingly resorting to social media platforms in order to get information about various items and

analyze the benefits and drawbacks associated with such products made known. It is clear from these data that customers are increasingly turning to social media platforms in order to obtain information about and evaluate the advantages and disadvantages of various products. As significant ($P < 0.01$) indicating a between the two time periods, there is a considerable change in the means. Specifically, when the pandemic was announced, the mean number of responders who make use of social media to analyze product risks climbed from 4.25 to 4.60. It is clear from these data that consumers are increasingly turning to social media platforms in order to obtain information about and evaluate the advantages and disadvantages of various products.

Table 4 using social media to collect and analyze information about the advantages and disadvantages of a product Sum of squares of type 3 DF method Square root of the mean f-value p-value. The pandemic of the mean pre-covid 19 The mean number of cases after the declaration of the COVID-19 pandemic Pandemic 19.87 1 19.87 17.04 $<0.01^*$ 4.25 4.60 Respondent blocking 1920.12 326 5.89.

Table 4 provides an analysis of the purchasing decisions made by customers through the use of social media platforms. Even though the F-value for the ANOVA (17.04) was significant, it was not as significant as the F-values for the earlier ANOVA tests. As a result, the findings indicate that there was a noteworthy rise in the average behavior of purchasing items through social media after the declaration of the pandemic (P value is less than 0.01).

Conclusion

Users of social media platforms are a key source of influence for consumers in terms of their buying and purchasing habits. This is due to the fact that users of these platforms submit product evaluations, advice on how to use the product or experiences with the service. This phenomenon, which has taken place since the proclamation of the COVID-19 pandemic, is brought to light by the findings, which shed light on the growing relevance of social media as a marketing tool. These findings shed light on the phenomenon that was seen. Consequently, the findings provide evidence of the possible impact that social media may have on the decision-making processes of consumers. This is a consequence of the following: Because of this, the marketing strategy of any organization need to incorporate the usage of social media and the apps that are associated with it in an efficient manner. For instance, in order to positively impact the purchase habits of customers, there should be an emphasis made on the usage of visuals and information on social media platforms, as well as promotional activities and the exploitation of the influence of opinion leaders.

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