

IMPACT OF COVID-19 ON DIGITAL MARKETING IN INDIA: OPPORTUNITY AND CHALLENGES

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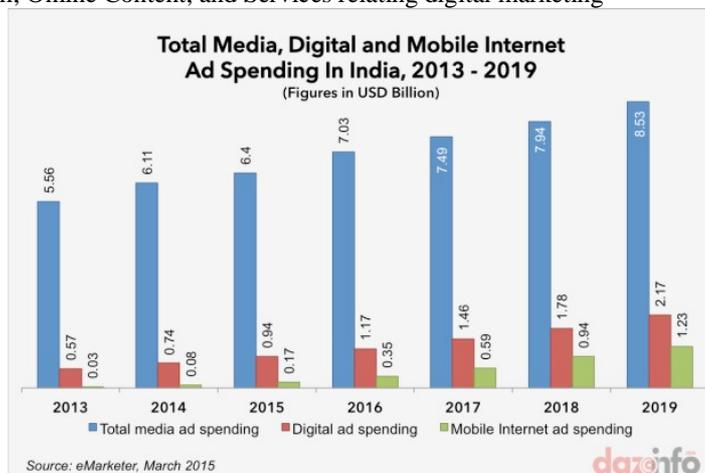
Abstract

COVID-19 changes the priority of human beings in the whole world. People are more careful with their health. This crisis changes the life socially, economically. People are living alone for following the social distancing. In this scenario digital marketing is playing important role for the society. Without going physically, anyone can buy any item, pay bill, transfer money, and compare items through digital marketing. After Covid-19, people will more conscious with safety, trust. So, through digital marketing, organization can approach the customers and provide the good service and product with safety and trust. This paper will focus those factors, which will play important role for the society and organisation. In other words, scope of digital marketing will increase and organisations will also face some challenges. Now Priorities of customers are changing so buying behaviour will also change with some factors, impact of these factors on digital marketing will change the strategy of digital marketing. We will analyse these factors in this paper. Paper is based on secondary data (McKinsey & Company 2020, factors affect the digital marketing).

Keywords: Digital Marketing, Covid-19 Pandemic, Safety, Trust.

Introduction

Digital marketing in India is spread to almost all the sector ex: shopping and order tracking, online payment, banking and content management. Through digital marketing organisations can approach potential customers to overcome the geographical barriers. Online video conference software Zoom reports a 78% growth in profits, and Google Meet reports an approximately 60% increase in user traffics, where people spend 2 billion minutes in online meetings every day. The digital marketing in India report by the international journal of Advanced Research Foundation revealed that summarized that India is getting to see the golden period of the internet sector between 2013 to 2018 with incredible growth, opportunities and secular growth adoption for E-commerce, internet Advertising, Social Media, Search, Online Content, and Services relating digital marketing



According to industry estimates, digital advertising in the country is projected to be at Rs7,044 crore by end of 2016. "India is one of the fastest growing advertising markets globally with an estimated growth of 15.5% in 2016, driven by a large consumer base and a burgeoning e-commerce industry.

"Although the share of digital advertising spends remains low at 12.7% in 2016, it is one of the fastest growing mediums at an expected CAGR of 33.5% (2015- 2020) to cross Rs25,500 crore in 2020," said the Digitisation to Drive Marketing Strategies: CII-KPMG report.

Covid-19 pandemic change the world socially and economically. Covid-19 pandemic shut down the world and stop the manufacturing of the product. Sale of products is decreasing because of social distancing and safety. Pandemic also affect the digital marketing growth but after understanding the customer buying behavior, Digital marketing can grow and play the important role for the society. Covid-19 changes the priority of human beings in the whole world. People are more careful with their health. This crisis changes the life socially, economically. People are living alone for following the social distancing. In this scenario digital marketing is playing important role for the society. Without going physically, anyone can buy any item, pay bill, transfer money, and compare

items through digital marketing. After covid-19, people will more conscious with safety, trust. So, through digital marketing, organization can approach the customers and provide the good service and product with safety and trust.

Literature Review

Nielsen (2020) conducted shopper behavior research that started during the beginning of the pandemic in China and extended to other countries that have also been affected. They monitored consumer trends, as Covid-19 news reached the general public and found out that consumers go through six behavioral stages based on their awareness of the Covid-19 spread in their communities:

- 1-Proactive health – minded buying
- 2-Reactive health management
- 3-Pantry preparation
- 4-Quarantined living preparation
- 5-Restricted living
- 6-Living a new normal

Mathew Johnson (2020), conclude that without a doubt, the corona virus has left its mark in the history books. The question marketers should be asking themselves is just how much will these change things? We are starting to realize the impact the virus has had on industries, but how will the innovative marketers of today adjust? One thing is certain- digital solutions should be at the top of the agenda for all businesses.

Silvius stanciu, Riana Iren Radu (2020)the need to make the educational system more flexible and its preparation for completing face-to-face activities with the online version; the capacity of some companies from SME's group to adapt to the critical incidents and to identify market segments; the reappraisal of the national agro-food system (primary production – agricultural, industrial processing and trade), national investments and governmental support measures. The agro-food market is dependent on imports, and the manifestation of some critical situations can destabilize the food supply of the population. The agricultural production is dependent from climatic conditions and the governmental investments in a national irrigation system are insignificant.

Kamaljeet Kalsi (2020) found in study that “Free delivery” was the top way survey respondents reported stores and restaurants could earn their business, with nearly half of all respondents selecting this option. 41% of respondents highlighted “Take-out” and “Easy online ordering” as a way to earn their business. Curb-side pickup” was a service appreciated by 38% of consumers. While “Commitment to local jobs” was lower on the list, with only 30% of respondents citing this as a way to earn their business, it is still good to see consumers taking notice. 73% of consumers use proximity-based search to find local businesses when they need them. Proximity-based search was the top consumer preference by a wide margin. In fact, consumers were 121% more likely to use the proximity search to find local businesses than they were to go to a local business website.

Dr. James Seligman (2020) concludes that understand the customer base and how they asses purchases of items in tough times. Allocate funds to least risk areas, redefine and push value and trust.

Shruti Agrawal (2020) concludes that the effect of Covid-19 on Indian economy and supply chain is studied. This study also reported about the Covid-19 effect on global manufacturing and supply chain. N-CoV has affected the manufacturing firms and their supply chain over the world. COVID-19 is affecting our supply chains and manufacturing operations daily.

Dr. Saraswathi Moorthy (2020) conclude that understanding the need to study the buying behavior of online shoppers especially during this world pandemic crises is very essential, as this can enable online retailers to offer better shopping experience in terms of hygiene and safety by maintaining social distancing which is of foremost importance. Also, enabling a better online shopping experience can definitely avoid consumers to step out of their house thereby curbing the virus to a great extent.

Rae Yule Kim (2020) states that the pandemic forced workplace operations to go virtual –and many businesses have made such transition successfully in a short period of time. However, how the pandemic affects consumers and marketplaces has received relatively limited attention. In this paper, we explored how the pandemic accelerated the growth of e-commerce.

Abeda Shaikh (2020) from this research, it could be observed that there is a change in consumption habits of people, its believe that it would be continue even after the normal returns. It was also conclude that, as people spend more time at home and are discouraged from going out, the virus will lead to a continued increase in consumers shopping online. Driving availability to minimize out of stock is equally important. There were delays in consumers purchasing products online. Consumers have changed their shopping behavior as a result of Corona virus.

Mohammad Waliul Hasanat (2020) conclude that The research paper here comprises of the impact of the corona virus on the online business of Malaysia. On analyzing it has found that online businesses are seriously hampered due to this pandemic disease.

The country is severely suffering as the death rate is increasing but in the coming days the country's economy has also lowered down. It is expected that to return and to enhance the economy like before is much hard. It is also much hard to increase the sales of the country. It is recommended that researchers must do their research regarding the Covid-19 with every possible outcome. This will help to improve the trading situation between China and Malaysia.

Research Methodology and Analysis

Research type is exploratory research and based on secondary data (McKinsey & Company)

Four actions can address immediate customer needs and prepare for the future.

			
Focus on care and concern	Meet your customers where they are	Reimagine the post-COVID-19 world	Build agile capabilities for fluid times
<ul style="list-style-type: none">● Reach out, but with support, not marketing● Make a priority of employees and community● Stay true to company purpose and values	<ul style="list-style-type: none">● Innovate digital models to help customers weather the crisis safely from home● Expand home delivery options● Consider contactless operations	<ul style="list-style-type: none">● Economic hard times will force cost cuts● Migrate customers to digital channels to save money and boost satisfaction● Brick and mortar stores may look very different post-crisis	<ul style="list-style-type: none">● Tap social media, not surveys, for quick customer readings● Solicit employees for ear-to-the-ground insights● Save time with "test and scale" labs● Pay attention to "failure modes" indicating that you've missed customer signals

McKinsey & Company

According to McKinsey & Company, organizations should take care of the immediate needs of customers with the help of given four actions and prepare for the future because in Covid-19 pandemic, the future is uncertain so it is important for organizations to prepare such a strategy which helps to satisfy customer needs accordingly because priorities of people are changed. Priorities are safety, trust, hygienic products and services, contactless buying with the help of digital platforms. So according to these priorities, organizations should prepare the infrastructure and policy for the future.

In this paper four actions are analyzed and get some findings

Focus on care and concern- organization approach customer for support not for marketing and help the customer in this tough time and organization also take care of their employees, in other words organization should show the humanity for the employees and also for the society. It is a challenge for organizations to arrange the fund for all activities.

Meet your customer where they are: In Covid-19 pandemic, organization should try to use digital platforms for maintaining social distancing and safety. For developing the digital infrastructure, it is a difficult task for organizations to arrange the fund and a difficult task to train the employees immediately.

Reimagining the post Covid-19 world: In this pandemic organization should work on innovative ideas for approaching the maximum customer and satisfy the need of the customer in a changing time.

Build agile capabilities for fluid times: Use digital platforms for approaching the customer and try to build new capabilities so organization can sustain in the business world. Save time and money and try to reach maximum number of people for satisfying their needs.

Conclusion

Organizations should take care of the customers and try to support them with the help of innovative ideas and try to use digital platforms for serving the customers for safety and maintaining social distancing and also understand the behavior of the customer and try to satisfy the need accordingly and sustain in the business world and use online deliveries with safety and maintain a hygienic environment. Organizations should take care of the employees and support them. Use social media for collecting the information of the customer for maintaining social distancing. Organizations should prepare for the future according to the customers' changing needs and develop the digital infrastructure with safety and trust for maintaining contactless delivery and save time and money. For developing infrastructure, it is a challenge for organizations to arrange the fund and trained workforce.



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