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RESEARCH ARTICLE

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STUDY ON DIGITAL MARKETING AND ITS IMPACT ON BUSINESS DURING COVID-19

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ABSTRACT

While the global Covid-19 pandemic affected many different industries, it also had a significant effect on digital marketing and advertising at the global, regional, and local levels. However, compared to what was happening in other areas like the economy, human resources, etc., this effect was largely positive. Customers and marketers alike experienced a great deal of uncertainty as a result of the virus regarding their health, social lives, financial security, job opportunities, etc. The same resulted in a shift in behaviour that included working from home, staying inside a lot, choosing to home-school, learning new recipes online, paying more attention to hygiene, avoiding crowded places, engaging more on social media, shifting towards online content, etc. All these changes had an impact on marketing and advertising efforts. The change in consumer behaviour was primarily towards digital platforms and content, which gave marketers and brands more opportunities than ever to engage with consumers online. Digital media gave marketers many chances to profit due to rising social media engagement and consumer demand for digital content. Additionally, this forced marketers to use societal responsibility and thoughtful behaviour when putting digital marketing strategies into practise. This paper is made with an attempt to highlight, analyse, and understand the impact of covid-19 pandemic on digital marketing and advertising as a whole.

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INTRODUCTION

Digital marketing is the practise of promoting a good or service via digital channels like social media, search engines, email, mobile applications, and websites. Since more individuals are using online platforms to interact with businesses and make purchases, digital marketing has grown in popularity. The COVID-19 pandemic has significantly changed how organisations run, especially how they approach marketing. With more people spending time online, digital marketing has become even more vital during the pandemic. The rise in online buying has been one of COVID-19's most notable effects on digital marketing. Due to health reasons, many consumers have been avoiding in-person shopping, which has caused a spike in e-commerce purchases. In order to effectively sell their online offerings and reach customers through digital channels, firms have had to modify their digital marketing tactics. The increase in social media use has been a COVID-19 effect on digital marketing as well. Social media sites like Facebook, Instagram, and Twitter have witnessed a rise in interaction as a result of consumers spending more time at home. By targeted advertising and social media marketing initiatives, this has given businesses the chance to contact more potential clients.

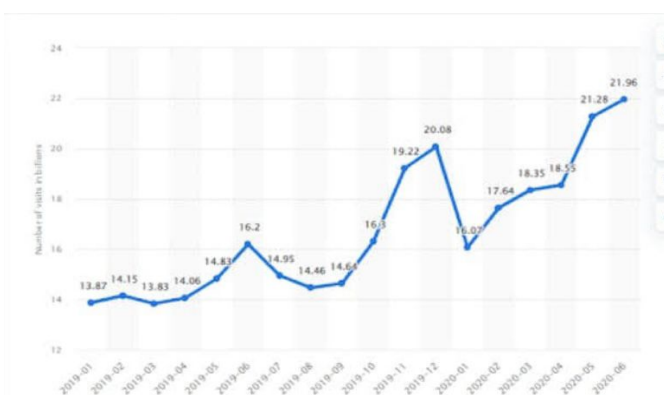
The COVID-19 pandemic has, in general, brought attention to how crucial digital marketing is for companies of all kinds. Businesses who can effectively use digital marketing tactics will be better positioned to flourish in the post-pandemic world as more people continue to rely on digital channels for communication and buying.

Background of digital marketing: The term digital marketing was first used in the 1990s. The digital age began with the advent of the Internet and the development of the Web 1.0 platform. The Web 1.0 platform allowed users to find the information they needed, but not share it on the Internet. Until then, marketers around the world were unsure about digital platforms. They weren't sure if their strategy would work because the internet was not yet widely used. In 1993, the first clickable banners were introduced and HotWired began buying advertising banners for their advertising. This marked the beginning of marketing's transition into the digital age. This gradual change allowed new technology to enter the digital market in 1994. Yahoo was born in the same year. Yahoo, also known as "Jerry's Guide to the World Wide Web" after its founder Jerry Yang, racked up nearly one million views in his first year. This has brought about a major shift in the field of digital marketing as businesses optimize their websites to achieve higher search engine rankings. In 1996, several more search engines and tools were introduced, including

HotBot, LookSmart and Alexa. Digital marketing, also known as online marketing, is the promotion of brands to connect with potential customers through the Internet and other forms of digital communication. These include email, social media, web-based advertising, and text and multimedia messages as marketing channels.



Digital Marketing During and After COVID-19: Business owners are used to making compromises to solve registration problems, but we probably all agree that COVID-19 has presented unprecedented challenges. Businesses across the country and in virtually every industry are experiencing in many ways, from economic losses and supply chain disruptions to the ongoing challenges of conducting most of their business (and some entirely online) online. I am hit by a virus. Affected by According to Business Insider, more than 99% of his businesses at the company are small businesses, which employ about half of its U.S. workforce. There are many things at stake! The risks remain high as many states have yet to enact vaccines or home bans. As such, small business owners looking to not only survive, but thrive and grow for the next year or more, must adapt their business models and practices to meet demand. Actions should be adjusted.



The time has come for most companies to increase their digital presence. Today's consumers made most of their purchasing decisions online even before the pandemic, but some now rarely leave their homes. In short, businesses that rely on foot traffic and word of mouth are most at risk. Whether your business has a digital marketing strategy for years or you don't know how to use online marketing effectively, there are several reasons why digital is becoming more important. , it's time to dial in. 19.

- People are spending more time online than ever before
- *Events and networking have moved to the Internet
- *People use social media for business and entertainment
- *The digital economy is booming

Literature Review on Digital Marketing Strategies

The promoting blend currently can't manage without computerized showcasing, which has changed how organizations publicize their labor and products. In this writing study, we'll take a gander at the few computerized showcasing strategies that organizations utilize to draw in clients, raise brand mindfulness, and lift deals. Site improvement (Website optimization), which is fundamental. As indicated by Gohil (2021), Web optimization includes advancing the site to rank better on web indexes, consequently expanding site traffic and producing leads. Utilizing Search engine optimization strategies expands an organization's possibility of being tracked down by likely clients, bringing about higher site traffic, better openness, and further developed change rates. However it might require a while to see recognizable impacts, Website optimization requires a drawn system and exertion.

Content showcasing: To attract and clutch an obviously characterized crowd, content showcasing involves delivering and spreading beneficial and relevant data (Kumar and Nanda, 2021). This kind of advertising incorporates blog passages, recordings, infographics, and online entertainment posts, among others. Content showcasing helps organizations in making brand mindfulness, laying out outstanding, and creating drives, as per Kumar and Nanda (2021). It is an affordable technique for drawing in clients and encouraging brand devotion. However for associations to prevail with content promotion, they should reliably give superior grades and appropriate material.

Email marketing: Email marketing is distributing promotional emails to a list of subscribers. Email marketing makes it simple to develop client relationships, nurture leads, and advertise products and services. It is a cost-effective strategy to reach a broad audience, and organizations can use automated tools to deliver personalized communications that resonate with their subscribers. To prevent their emails from being regarded as spam, businesses should focus on creating topical and useful information.

Pay-per-click advertising: PPC advertising entails paying for advertising space on search engines, social media platforms, and other websites. Businesses submit bids on phrases relating to their goods and services, and when people search for those keywords, their advertising shows up. Businesses can target particular demographics and geographic areas using PPC advertising, which is an efficient approach to creating website traffic and leads. However, PPC advertising may be pricey, and businesses need to ensure that they have high-quality websites and landing pages to turn leads into consumers.

Impact on Business during covid-19: The COVID-19 epidemic has harmed enterprises worldwide, generating economic hardship and uncertainty. This literature analysis will investigate the consequences of COVID-19 on organizations, including changes in customer behavior, supply chain disruptions, and adjustments in digital transformation.

Consumer Behavior Has Changed Significantly: The COVID-19 epidemic has resulted in changes in customer behavior. Consumers are increasingly more health conscious and value safety over convenience, claim Cheung, Lee, and Kwong (2020). Businesses that can prove their dedication to health and safety standards will therefore have a competitive edge. Also, as more people choose to shop online rather than in crowded public locations, the epidemic has raised the demand for e-commerce.

Supply Chain Breakdowns

Global supply networks have been seriously disrupted by the COVID-19 epidemic. Van der Vorst, Beulens, and Voordijk (2020) claim that companies who depend on foreign suppliers have seen delays and shortages of essential components. The epidemic has made it clear

that companies must diversify their supply chains and create backup plans in order to reduce the likelihood of future interruptions.

Digital transformation changes: The COVID-19 epidemic has sped up enterprise digital transformation. According to Akter& Wamba (2020), the pandemic has driven firms to utilize new technology and digital platforms to preserve company continuity. E-commerce, video conferencing, and remote working have all become crucial aspects of business operations. The significance of data analytics and digital marketing has also been brought to light by the pandemic.

The objective of Digital Marketing Strategies: The purpose of digital marketing techniques is to promote and market items or services through various digital channels such as websites, social media, search engines, email, and mobile apps. Digital marketing attempts to reach and engage with a target audience, increase brand awareness, generate leads, drive traffic to a website, and finally, convert prospects into customers.

The particular goals of digital marketing strategies may vary based on the organization's objectives and the target audience. Some frequent purposes of digital marketing include:

1. Increase website traffic and online presence
2. Generate leads and sales
3. Build brand awareness and credibility
4. Enhance consumer involvement and loyalty
5. Enhance client pleasure and experience
6. Boost user activity and following numbers on social media
7. Analyze and optimize digital marketing initiatives for greater ROI
8. Expand market reach and consumer base
9. Build a reputable web presence and control online reviews
10. Stay on top of the competition by staying up to date with the shifting digital scene.

RESEARCH METHODOLOGY

A structured questionnaire to collect primary data to explore the impact of digital marketing on various parameters. Primary data were collected from her 100 respondents. Respondents were selected from Mumbai District, Maharashtra. Primary data in a structured format were collected by means of a direct questioning method, direct respondent questioning. The sample size for this study is 100 of her who purchase products or services through digital channels. Data were analyzed and hypotheses were tested using statistical tools such as the chi-square test.

Table 4.1
Question: Do you think a brand's existence in social media is essential for its growth?

One-Sample Statistics					
In the contemporary era, do you think a brand's existence on social media is essential for its growth?		N	Mean	Std. Deviation	Std. Error Mean
Strongly Agree	Chat Section	30	2.2667	.69149	.12625
	Word of Mouth	30	4.4000	.81368	.14856
	Email Advertising	30	2.1000	.75886	.13855
Agree	Chat Section	32	2.3438	.82733	.14625
	Word of Mouth	32	4.2813	.81258	.14364
	Email Advertising	32	1.9063	.64053	.11323
Neutral	Chat Section	13	2.3846	.86972	.24122
	Word of Mouth	13	4.1538	.89872	.24926
	Email Advertising	13	1.9231	.75955	.21066

The data analysis was performed on One-Sample Test, with the Test Value of 4, where 1 represents strongly disagree, 2 disagree 3 neutral and 4 agree. Three prominent tools for online marketing were identified while doing the analysis; chat section, email advertising and word-of-mouth. Throughout the sample the result was unanimous and consistent across all the four options. All the respondents agree that online word of mouth marketing through Consumers is most effective tool across industry while email advertising and chat section

were not. To support this claim the mean value of word-of-mouth in three categories are either same as the est value, that is 4 or greater than 4 highlighting respondents agree with Word of mouth. Othe contrary the mean value of chat section and email advertising are less than 3 across three categories highlighting that the respondents disagree. Consequently, word-of-mouth (two-tailed) value might be significant or insignificant. If it's significant, then the positive mean difference confirms the result. While on the other hand (two-tailed) values for email advertising and chat section are all significant with negative mean difference, indicating a disagreement as the result.

One-Sample Test^a

		Test Value = 4				95% Confidence Interval of the Difference	
In the contemporary era, do you think a brand's existence on social media is essential for its growth?		t	Df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Strongly Agree	Chat Section	-13.730	29	.000	-1.73333	-1.9915	-1.4751
	Word of Mouth	2.693	29	.012	.40000	-.0962	.7038
	Email Advertising	-13.714	29	.000	-1.90000	-2.1834	-1.6166
Agree	Chat Section	-11.325	31	.000	-1.65625	-1.9545	-1.3580
	Word of Mouth	1.958	31	.059	.28125	-.0117	.5742
	Email Advertising	-18.491	31	.000	-2.09375	-2.3247	-1.8628
Neutral	Chat Section	-6.697	12	.000	-1.61538	-2.1410	-1.0898
	Word of Mouth	.617	12	.549	.15385	-.3892	.6969
	Email Advertising	-9.859	12	.000	-2.07692	-2.5359	-1.6179

a. No statistics are computed for one or more split files

4.2 Hypothesis assessment summary (Table 4.3)

Hypothesis	Representation	Result
The effect of online word of mouth marketing through consumers on consumer purchasing decision and brand perception.	H1	Accepted
The effect of email advertising through consumers on consumer purchasing decision and brand perception.	H2	Rejected
The effect of chat section on consumer purchasing decision and brand perception.	H3	Rejected

Limitations of the study

- 1- This survey was conducted in less than eight days. This is a very short period of time. Therefore, I was suffering from lack of time.
- 2- Due to time constraints, we were short on time. Therefore, we examined only secondary data.

Impact of Covid 19 in Digital Marketing: It is been nearly a 12 months and a half of when you consider that one of the craziest viruses emerged and began affecting international locations round the sector. because the outbreak of Corona, there were many inconveniences around the sector along with social distancing, commercial enterprise slowdown, capital downturn, operating from domestic and tour regulations. The impact of COVID-19 is full-size. It has delivered approximately many social changes and stimulated the way enterprise is carried out. digital marketing has changed a lot as a result of the pandemic. virtual marketing is an enterprise on the way to have a extreme effect on other industries due to the impact of the new coronavirus. The coronavirus-affected industry will suffer commercial enterprise losses as most digital his marketers provide 0.33-celebration services. This reduces advertising budgets and eases service necessities.

In the quick to medium time period, the virtual advertising and marketing industry could be impacted by:

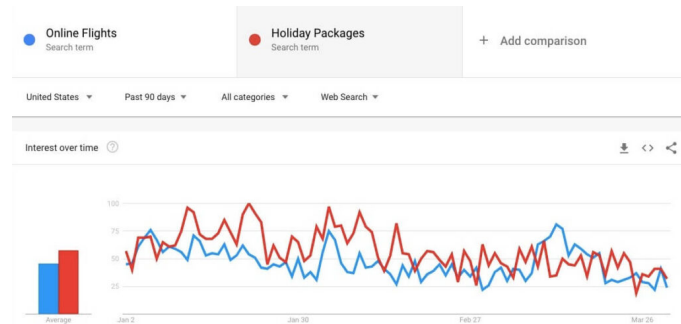
- Changes in patron interest
- Low seek volume
- New seek styles
- Alternate your social media utilization
- Scarcity of patron spending
- alternate in customer pastimes

As the coronavirus spreads unexpectedly round the world, consumers are showing more interest in products/services that help save you this virus. In reality, hobby in masks, sanitizers, toilet paper, and many others. It has grown exponentially in 2 weeks. purchaser interest in different important products/services is growing. apart from vital offerings, hobby in different industries is gradually declining.

Low seek quantity in general enterprise: because the coronavirus outbreak in December 2019, search volumes for lots keywords have

steadily declined throughout many industries round the sector. As anticipated, most customers are currently looking for key phrases related to coronavirus, clinical services, crucial services, and so forth. search volumes for the above industries have increased drastically.

New seek styles in the search community: Searches related to the coronavirus and his Covid-19 have increased appreciably at the Google search engine. In reality, these terms may be the maximum searched phrases in a quick period of time in Google's history. you may see new question styles with question combos containing phrases like quarantine, lockdown, coronavirus, and covid-19.



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Enormous increase in social media utilization: As a digital advertising expert, that is one of the excellent media he can use for advertising purposes. In truth, network operators are asking online streaming structures to downgrade cellular his community decision to her 480p to avoid network congestion. YouTube, Hotstar has already diminished the decision of his mobile tool. WhatsApp recently decreased the duration of his popularity motion pictures to 15 seconds to avoid network congestion. We strongly inspire you to be lively on all social networks and percentage your films, content, blog posts and infographics on all social networks to capture the attention of your users. This also enables train customers approximately new adjustments.

Observe: After verifying the source, we inspire you to share the information. Sharing fake facts all through those times is terrible to your brand.

Shortage of Customer Spending: In keeping with many employment studies reviews round the arena, millions of users are very in all likelihood to lose their jobs. If the unemployment price rises, private intake in general industries will drop sharply. This has an indirect effect on the virtual marketing industry as many clients are decreasing their advertising spend because of market conditions.

The COVID-19 pandemic has had a main effect on virtual advertising. As more human beings stay home, online buying explodes, increasing our reliance on virtual systems for conversation and entertainment. As a end result, groups have had to modify their advertising and marketing techniques to fulfill changing consumer needs. one of the most wonderful trends in digital advertising for the duration of COVID-19 is the expanded use of social media and influencer advertising. As an increasing number of human beings are on social media, businesses are using those platforms to reach their audience thru organic and paid social media campaigns. Influencer advertising is also developing in recognition as corporations companion with influencers to attain their followers and promote their products and services. any other trend in virtual advertising and marketing at some stage in the pandemic is the move to e-trade. As brick-and-mortar shops were pressured to shut or reduce working hours, organizations had to shift their awareness to on line sales. This has led to multiplied funding in optimizing e-trade platforms and web sites to enhance person enjoy and conversion rates. usual, the COVID-19 pandemic has extended the transition to digital advertising, forcing corporations to adapt to the converting surroundings. The tendencies that emerged at some stage in the pandemic are possibly to retain after the pandemic subsides as greater consumers come to be aware of shopping and interacting with companies on-line. There is absolute confidence that the coronavirus has left its mark on history. The question is how much things have changed and what the world will appear to be when it's throughout. we've got visible the impact on diverse industries and advertising efforts, however how will entrepreneurs adapt?

All industries should take into account more virtual solutions. Examples consist of webinars, virtual entertainment, and digital physician visits are examples of answers to return wherein physically assembly is not feasible. Lot of opportunities may be seized.

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