

A STUDY ON THE IMPACT OF COVID-19 ON DIGITAL MARKETING

Submitted in partial fulfilment of the requirement for the award of **Bachelor of Business Administration**

by

Priyavarshini. B.S

(39740183)



**DEPARTMENT OF BUSINESS ADMINISTRATION SCHOOL OF
MANAGEMENT STUDIES**

**SATHYABAMA
INSTITUTE OF SCIENCE AND TECHNOLOGY**

(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A” by NAAC

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

MAY 2022



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www.sathyabama.ac.in

DEPARTMENT OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **Priyavarshini. S (39740183)** who carried out the project “A STUDY ON THE IMPACT OF COVID-19 ON DIGITAL MARKETING” under our supervision from January 2022 to March 2022.

**Dr. S. Uma Maheswari
(Internal Guide)**

**Dr. Bhuvaneswari.G M.B.A., Ph.D.,
Dean – School of Management Studies**

Submitted for Viva voce Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I Priyavarshini. B.S(39740183) hereby declare that the Project Report entitled “A STUDY ON THE IMPACT OF COVID-19 ON DIGITAL MARKETING” Chennai. Done by me under the guidance of Dr. S. Uma Maheshwari Internal guide , submitted in partial fulfilment of the award of Bachelor of Commerce degree.

DATE:

PLACE: CHENNAI

PRIYAVARSHINI.B. S

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ABSTRACT

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel. Any marketing that uses electronic devices and can be used by marketing specialists to convey promotional messaging and measure its impact through your customer journey. In practice, digital marketing typically refers to marketing campaigns that appear on a computer, phone, tablet, or other device. It can take many forms, including online video, display ads, search engine marketing, paid social ads and social media posts. Digital marketing is often compared to “traditional marketing” such as magazine ads, billboards, and direct mail.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION OF THE STUDY

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel. Consumers heavily rely on digital means to research products. For example, think with Google marketing insights found that 48% of consumers start their inquiries on search engines, while 33% look to brand websites and 26% search within mobile applications.

While modern day digital marketing is an enormous system of channels to which marketers simply must onboard their brands, advertising online is much more complex than the channels alone. In order to achieve the true potential of digital marketing, marketers have to dig deep into today's vast and intricate cross-channel world to discover strategies that make an impact through engagement marketing.

By implementing an omnichannel digital marketing strategy, marketers can collect valuable insights into target audience behaviours while opening the door to new methods of customer engagement. Additionally, companies can expect to see an increase in retention.

As for the future of digital marketing, we can expect to see a continued increase in the variety of wearable devices available to consumers. Forbes also forecasts that social media will become increasingly conversational in the B2B space, video content will be refined for search engine optimization (SEO) purposes, and email marketing will become even more personalized.

The 21st century has witnessed the developing a web presence in most companies. E-mail was commonplace and there was technology allowing people to manage this fairly easily. Customer relationship management (CRM) systems had been in place

for some time to manage databases. Some companies were placing banners on websites with a similar approach to press advertising. Forward-thinking companies were working on their search engine strategy and even working with some affiliates. All of this was online marketing and, in time, online marketing teams and specialists would begin to appear. (Kingsnorth, 2016).

The most common form of digital marketing is the website of the organisation and the epicentre of all its online activities. In order to drive qualified traffic to a website, or encourage repeat visitors and sales, savvy marketers include a combination of email marketing, search engine optimisation (SEO), pay-per-click (PPC) advertising and social media in their strategy.

1.2 INDUSTRY PROFILE (Digital Marketing)

DEFINITION OF DIGITAL MARKETING:

Digital marketing is basically applying all marketing techniques to digital channels. Different sources can be used to promote services and products like SMS, search engines, email, websites, social media and mobile devices. The digital nature of this marketing method makes it a cost-effective means of promoting one's business. (Kingsnorth, 2016)

The use of digital marketing depends on the organisation's marketing objective. It could be that the organisation wants to generate more leads, build their brands, increase sales or improve brand engagement. Digital marketing means more than just having a website. The website needs to be aesthetically pleasing and easy to navigate, and also needs to have quality content to reflect the nature of the business.

Search engine optimization (SEO) is an important factor as well. Search engines need to read and index the website properly. There are content and SEO specialists who can help organisations to design websites which are responsive and accessed through all devices.

Digital marketing also involves managing the organisation's social media presence and interacting with fans as well as marketing the business across major social media channels.

HISTORY AND EVOLUTION OF DIGITAL MARKETING

Digital marketing first appeared as a term in the 1990s but, as mentioned above, it was very different world then; Web 1.0 was primarily static content with very little interaction and no real communities. The first banner advertising started in 1993 and the first web crawler (called WebCrawler) was created in 1994 – this was the beginning of search engine optimization (SEO) as we know it (Kingsnorth, 2016).

Once Google started to grow at pace and Blogger was launched in 1999 the modern internet age began. Blackberry, a brand not connected with innovation any more, launched mobile email and My Space appeared. My Space was the true beginning of social media as we define it today, but it was not as successful as it could have been from a user experience perspective and ultimately that is what led to its downfall.

Google's introduction of Ad words was their real platform for growth and remains a key revenue stream for them to this day. Their innovation, simple interface and accurate algorithms continue to remain. Cookies have been a key development in delivering relevant comments and therefore personalising user experience.

“One of the technologies which really brought information revolution in the society is Internet Technology and is rightly regarded as the third wave of revolution after agricultural and industrial revolution” (Gangeshwer, 2013)

The first search engine started in 1991 with a network protocol called Gopher for query and search. In 1993, the first clickable banner went live, after which Hot Wired purchased a few banners ads for their advertising. This marked the beginning of a new era, the digital era of marketing. Because of this gradual shift, the year 1994 saw new technologies entering the digital marketplace. The very same year, Yahoo was launched.

1998 saw the birth of Google. Microsoft launched the MSN search engine and Yahoo brought to the market Yahoo web search. In 2000, the internet bubble burst and all the smaller search engines were either left behind or wiped out leaving place for the

giants. Then in 2006, digital marketing world saw its first steep surge. At that time, search engine traffic already grown to about 6.4 billion in a single month.

Soon, Google began to expand and along with this social networking sites began to emerge. Myspace was the first social networking site followed by Facebook. With this, companies realized that all these new sites are opening new doors of opportunity for them to market their products and brands.

IMPORTANCE OF DIGITAL MARKETING:

Digital marketing offers the ability to reach and engage target audiences in ways which were never before possible. A strong digital marketing strategy can deliver a far higher return on investment (ROI) than traditional marketing methods.

People are consuming digital content at a never seen before rate. More than half of the planet now has regular access to the internet, spending an average of 6 hours online per day, presenting massive opportunities for brands and businesses. Such trend will not slow down, as the number of internet-connected portable devices is on the rise. Gartner reported that smartphones surpassed the sales of feature phones for the first time in 2013, while the 2014 Q3 report from Global web index reports that consumers are now spending more time with online media than they are with traditional forms of media.

However, the particularities of the digital world and its appropriation for marketing have fostered the development of channels, formats and languages that have led to tools and strategies that are unthinkable offline.

Today, Digital Marketing has become a new phenomenon that brings together customisation and mass distribution to accomplish marketing goals. The development of Digital Marketing strategies offer much potential for brands and organisations. Otero and Rolan (2016) put forward some of them are:

- **Branding:** platform is a great opportunity to build a brand image on the Web due to their scope, presence and constant updates.

- **Completeness:** the advantages of assembling information through links offer customers the chance to approach the organisation in a wider and customised way.
- **Usability:** simple and user-friendly platforms are available for all to improve user experience and allow for their activities.
- **Interactivity:** internet offers the possibility of having a conversation and therefore generating a positive experience with the brand.
- **Visual communication:** with digital marketing, marketers have different image and video-based tools. This helps to reach audiences and get them involved in your activities.
- **Community connection:** internet offers the opportunity for business to connect with their audience.

1.1.4 DIGITAL MARKETING DURING COVID-19:

COVID-19 has drastically accelerated digital business models. Our market study shows that more than half of the companies have increased their investment in digital and technology innovation as a result of the pandemic. However, we also found that the full potential of personalization is far from being realized for most businesses. In the future, customer intelligence and marketing analytics will be critical in providing precise, real-time customer insights to optimally use marketing budgets and score points with the end customer through a customized journey.

Covid-19 changing everything in the world in general and India in particular. All local Government and Central government are encouraging rather directing people to stay at home and stay safe. WHO official body's statement _ The coronavirus outbreak is a 'real threat to everyone on the planet.' At this critical juncture economic is at the crossroad affecting across sectors and all functional areas of management. The whole world will quickly see the real-life impact on people's lives as well as the economy. Mobile is now the dominant way for people to communicate, to shop and

all-purpose in a modern digital economy. Marketers and different brands trying to acquire consumer in response to COVID -19.

Sectors like organized Retail make avenues to sell their product through online, as because consumers will avoid shopping in the store because of social distancing. Big Bazaar has announced that its doorstep delivery services will remain open in various parts of the country during India's 21-day lockdown. The services will be available in Mumbai, along with Delhi NCR, some parts of Uttarakhand, Madhya Pradesh, Himachal Pradesh, Jammu and Punjab.

Most of the company while trying to reduce their work force, others started to be cutting the salary the same time as the black cloud has its silver lining, on the other hand E- Big basket ramps up hiring process for delivery and warehouse staff for providing customers fast and smooth deliveries by providing employment to people in need.

The e-grocer has been witnessing heavy demand since the nation has entered a 21-day lock down, as announced by the Prime Minister on March 22, to control the spread of the deadly coronavirus. Though online delivery services have been exempted from lockdown by the government to ensure a smooth supply of essential items, e-tailers have faced disruptions in the form of supply and workers shortage. At the same time we should not forget that the outbreak of coronavirus has cast its spell on daily wage workers, as they are left empty handed with no jobs and money.

Flipkart ties up with Uber for delivery of essentials commodities to its consumers. Uber India and South Asia director operations and Head of cities Prabhjeet Singh said the partnership with Flipkart went live making it the third such partnership in India after Spencer's retail and Big basket.

Selling of product online, virtual gaming products, and rise in social media marketing will no doubt increase digital marketing for all sectors to reach their prospects with ROI. No doubt social media marketing will help digital marketing to the next step in this critical juncture. As people are staying at home, no traveling, physical fitness is the concern where the gyms are closed, same time demand for organic product have more demand in digital marketing.

When people stay at home and order online their requirements same time news on the other hand is way up. In fact, spending by news and information media agencies and information companies jumped over during lock down period. People don't just want to know what's going on with COVID-19 or coronavirus, they need to know. No doubt news organizations are capitalizing on those opportunities.

HOW COVID-19 PANDEMIC HAS CHANGED THE FUTURE OF DIGITAL MARKETING

No arena of the marketing world has changed faster than digital marketing and credit goes to CORONA-19 pandemic. As Technology is changing our world at an astonishing pace, it becomes difficult to keep up with different new trends in the industry. With the arrival of the pandemic, people started spending more time online than ever before and enhanced their online presence widening the online business opportunity promising a bright future for digital marketing agencies.

With the advent of COVID-19, people around the world confined to their homes for long periods followed by the norms of social distancing which resulted in permanent behaviour change of the consumers causing a great shift in the consumption pattern of information, goods and services. More the people interact with the technologies more enjoyed the experience, making it a regular part of their lives irrespective of pandemic or no pandemic.

CHAPTER 2

LITERATURE REVIEW

2.1 Review of Literature:

- ▶ According to Geeta and Sivanand (2020) digital business is growing in a rapid manner due to increase in adoption of innovative product with increased efficiency and effectiveness. They also emphasised that marketing strategies adopted by financial institutions do also help in understanding their customers and in turn help in increasing of their productivity as well.
- ▶ According to Shankar and Thoti (2020) customer awareness and social media channel like Facebook, Twitter, you tube, etc. plays an important role in creation of loyal customers.
- ▶ 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 stancliu, 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.

- ▶ According to Bizhanova et al. (2019) the best innovation for human interaction is through social media, web-based platform. It has made a significant change in purchasing behaviour and consumers social behaviour as well. Business is transformed to a virtual medium as well.
- ▶ Further Garcia et al. (2019) added that people now a days trust more on digital channels rather than conventional marketing mediums like search through voice, Artificial Intelligence, Augmented Reality, Virtual Reality, etc
- ▶ As per Gupta (2020) digital marketing includes P-O-E-M framework to make digital marketing strategies as paid media, which includes all sponsor advertisers like publisher's website, social media site and search engines whereas owned media includes organization's own website, social media page and earned media includes blogging sites, reviews in social media sites.
- ▶ According to Dodson (2017) emphasised that search engine has changed specially after introduction of Google. People now search information related to product and services more often on the search engine rather than other traditional media platforms.
- ▶ Kakodkar P, Kaka N, Baig M (April 06, 2020): A Comprehensive Review of the Literature on the Clinical Presentation, and Management of the Pandemic Coronavirus Disease 2019 (COVID-19). The clinical and epidemiological differences between COVID-19 and other infections causing outbreaks (SARS, MERS, H1N1) are elucidated.
- ▶ Sana Salehi, Adin Abedi, Sudheer Balakrishnan, Ali Gholamrezanezhad (April 20,2020): Coronavirus Disease 2019 (covid-19) : A scientific Review of imaging finding in 919 patients. This systematic review of current literature on covid-19 provides insight into the initial and follow up CT characteristics of the disease.
- ▶ Prof.Russell M Viner ,Simon J Russell ,Jessica parker (April 06,2020) : School closure and management practices during coronavirus outbreaks :A Rapid systematic review. Disruptive social distancing interventions in schools require further consideration if restrictive social distancing policies are implemented for long periods. As per the observation of the researcher the

position of the digital sales in COVID era has neither increased nor decreased.

- ▶ Online purchase played a significant role in each and every part of business in this pandemic situation. Digital technologies have been hugely used and created noteworthy impact in all the areas of business including product development, purchase and sales, branding, customer relationship management (CRM), and establishment of communication (Hudson, Roth, & Madden, 2012).
- ▶ Digital technologies have made the utmost impact on communication process in the business world; development of electronic devices and equipment, and flourishing of marketing practices have facilitated this impact (Chen & Lin, 2019).
- ▶ Marketing practices have stepped into their digital format. As it is defined, a marketing practice is known to be digital when digital medium is used to execute it (Yasmin, Tasneem, & Fatima, 2015).
- ▶ Similarly, a marketing communication turns digital when digital transmission technology is used to establish relationship between marketer and customers. Marketers use digital communication to set up a direct communication through digital transmission technologies with their customers (Bird, 2007).
- ▶ Internet, through its channels like websites, social media, e-mail, smartphones, online groups and communities etc., is overwhelmingly used in digital communication in the field of marketing; however, it does not necessarily mean that digital marketing communication is limited to this particular technology. Channels free of internet connection also greatly avail marketers an avenue to communicate with their customers (Chen & Lin, 2019).
- ▶ Offline digital platforms like TV, mobile phone is quite often used for the promotion of products and services along with the internet sites (Scharl, Dickinger, & Murphy, 2005; Pandey & Shukla, 2010).
- ▶ Style of communication in different capabilities such as interaction, accessibility, customer engagement, customization, measurability, and

dealing with large information sources, have been reshaped by digital technologies (Deighton, 1996; Merisavo et al., 2007; Salehi, Mirzaei, Aghaei, & Abyari, 2012; Edelman & Heller, 2015).

- ▶ Digital communication technology enables delivery of real-time and personalized offerings and contents to an individual service user. This has made marketers massively use digital marketing communication to communicate with their clients (Holliman & Rowley, 2014).
- ▶ Establishing interactive and targeted communication are the primary motives of marketers to use digital marketing communication (Merisavo et al., 2007).
- ▶ Gay, Charlesworth, & Esen (2007) have pointed out that digital marketing communication enables delivery of marketing messages with allure yet subtlety, and at the same time, makes sure customer satisfaction is not compromised. Because it enables enhanced customer experience with customization and personalization, digital medium of marketing communication has undoubtedly become more popular than the traditional format (Adam, Ibrahim, & Syahputra, 2020).
- ▶ Likewise, consumers are showing their frequent involvement with the digital marketing activities by purchasing through digital channels, providing their likes and dislikes, ratings, feedbacks, opinions and recommendations, sharing information, revealing their favour for or affiliation with a particular brand, and directly engaging with marketers (Classen & Friedli, 2019).
- ▶ This revolutionary trend seems to flourish in the upcoming days as smartphone users and internet subscribers are increasing in number, expenditure on internet service is going up, digital barrier between rural and urban areas is being broken down, and government is providing their sufficient support towards digital economy (Jayaram, Manrai, & Manrai, 2015).
- ▶ Each and every industry, whatever size or nature it is, or whatever type and category it belongs to, is affected by digital marketing (Kothari & Saxena, 2004; Ricciuti, 1995).

CHAPTER-3

RESEARCH METHODOLOGY

3.1 Need for the study:

- The unexpected spread of Covid-19 had a very worst impact globally, as all the activities, official or unofficial was affected during the lockdown.
- So the digital marketing came into action as this was the only medium left for lifting the world and getting through this coronavirus.
- Digital marketing medium was the fastest and the safest medium to resume work even during the lockdown.

3.2 Scope and Significance of the study:

Scope of the study is related to understand the concept of digital marketing and to know the impact that the outbreak of covid-19 pandemic had/has on digital marketing and to know the awareness and preference of consumer's towards digital marketing .

3.3 Objectives of the study:

PRIMARY OBJECTIVE:

- ▶ The main objective of the study is to understand and analyse the impact of covid-19 on digital marketing.

SECONDARY OBJECTIVE:

- ▶ To analyse the factors that made an impact on consumer purchase behaviour due to digital marketing.
- ▶ To understand benefits of digital marketing during the crucial times of covid-19.
- ▶ To know the expectation of consumers towards future digital marketing.

3.4 Research Design:

Descriptive Research Design

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.5 Sources Of Data:

DATA COLLECTION IS THE TERM USED TO DESCRIBE A PROCESS OF PREPARING AND COLLECTING DATA.

3.6 Structure Of Questionnaire:

Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained the respondents' opinions about customers experience.

3.7 Sampling Technique

Convenience sampling method:

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

3.8 Period Of Study:

The duration of study is from January 2022 to April 2022, which is a three months of study.

3.9 Limitations of the study:

- The study based upon the impact of covid-19 on digital marketing and the purchasing behaviour of consumers.
- The data collected for the research is fully based on primary data given by the respondents, there might be a chance for personal bias.
- The study is confined within the areas of Chennai

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table 4.1.1. Educational Qualification

Sl.No	Particulars	Respondents	Percentage
1	Doctorate / Philosophy	4	3.4%
2	Higher Secondary	5	4.2%
3	PG Degree	30	25.2%
4	UG Degree	80	67.2%

Source: Primary data.

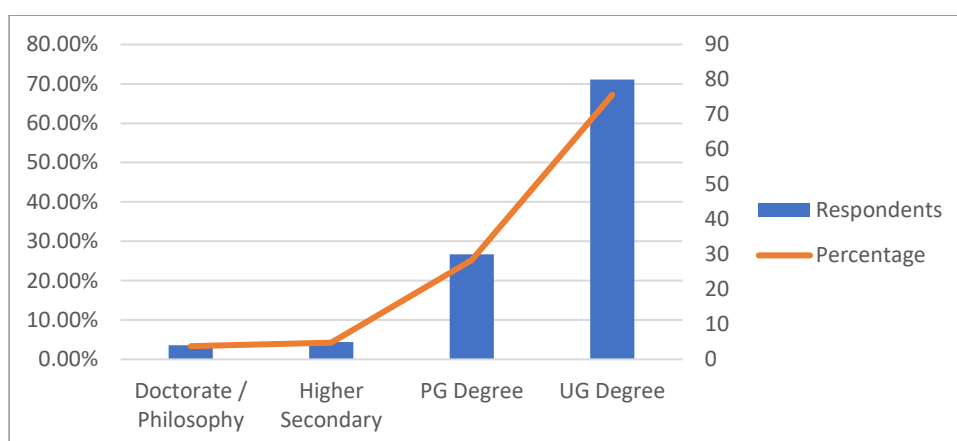


Chart 4.1.1: Educational Qualification

Interpretation

From the above table it is interpreted that the number of respondents are Doctorate is 3.4%, PG degree is 25.2%, UG degree 67.2% , Higher Secondary 4.2%

Inference

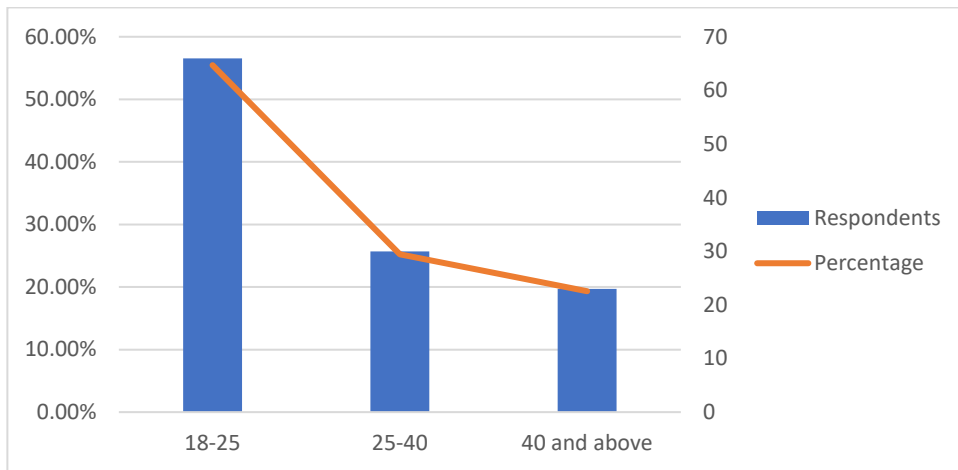
Majority (67.2%) of the respondents are UG degree holders.

Table 4.1.2: Age of the respondents

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1	18-25	66	55.46%
2	25-40	30	25.21%
3	40 and above	23	19.33%
Total		119	100.0%

Source: Primary data.

Chart 4.1.2: Age of the respondents



Interpretation

From the above table it is interpreted that the number of respondents are 18-25 years (55.46%), 25-40 years(25.21%), 40 and above (19.33%)

Inference

Majority (55.46%) of the respondents are 18-25 years old.

Table 4.1.3: Gender of the respondents

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1	MALE	64	53.78%
2	FEMALE	55	46.22%
TOTAL		119	100.0%

Source: Primary data.

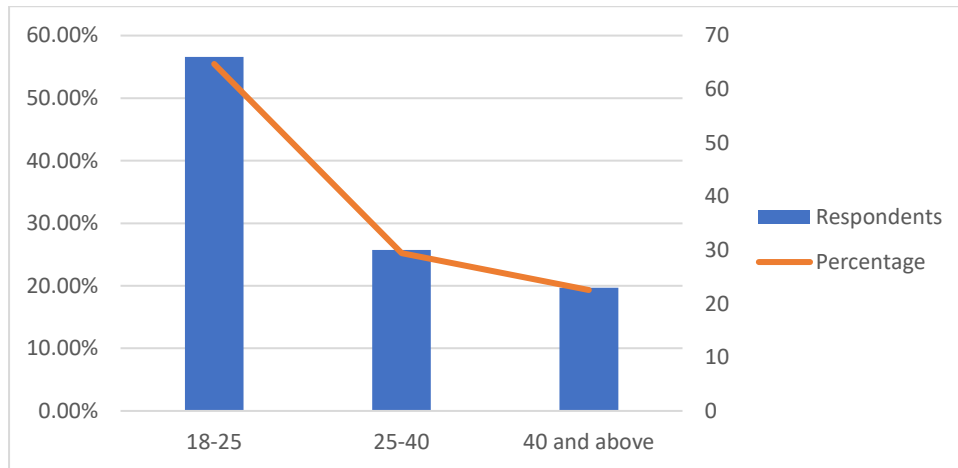


Chart 4.1.3: Gender of the respondents

Interpretation

From the above table it is interpreted that the number of male respondents is 53.7% and female respondent is 46.2%.

Inference

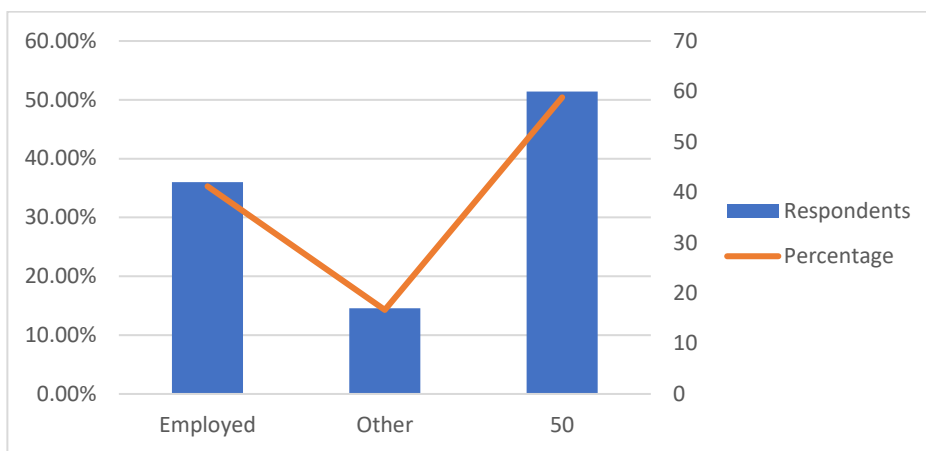
Majority (53.7%) of the respondents are Male.

Table 4.1.4: Occupation of the respondents

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1	Employed	42	35.29%
2	Other	17	14.29%
3	Student	60	50.42%
Total		119	100.0%

Source: Primary data.

Chart 4.1.4: Occupation of the respondents



Interpretation

From the above table it is interpreted that the number of respondents are employed (35.29%), Student (50.42%), Other (14.29%).

Inference

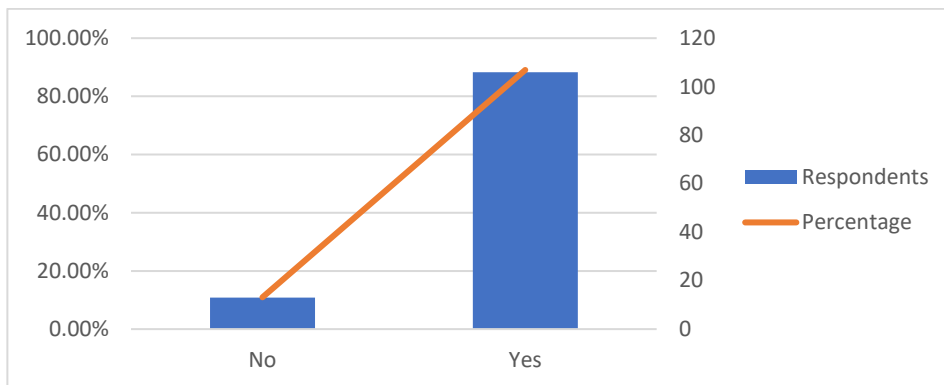
Majority (50.42%%) of the respondents are student.

Table 4.1.5: Are you aware of digital marketing?

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1	No	13	10.92%
2	Yes	106	89.08%
	Grand Total	119	100.0%

Source: Primary data.

Chart 4.1.5: Are you aware of digital marketing?



Interpretation

From the above table it is interpreted that the number of respondents have said yes (89.08%), no(10.92%) .

Inference

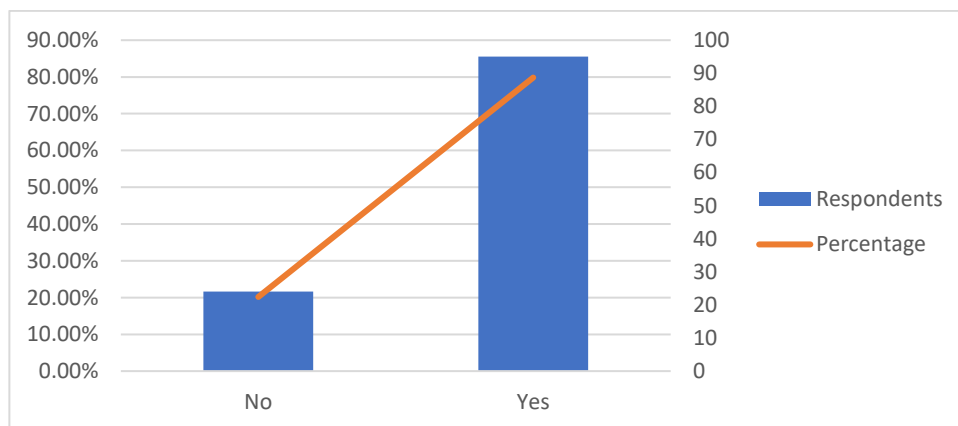
Majority (89.08%) of the respondents have said yes

Table 4.1.6: Did you know about digital marketing before covid-19?

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1	No	24	20.17%
2	Yes	95	79.83%
	Grand Total	119	100.0%

Source: Primary data.

Chart 4.1.6: Did you know about digital marketing before covid-19?



Interpretation

From the above table it is interpreted that the number of respondents have said yes(79.83%),No (20.17%)

Inference

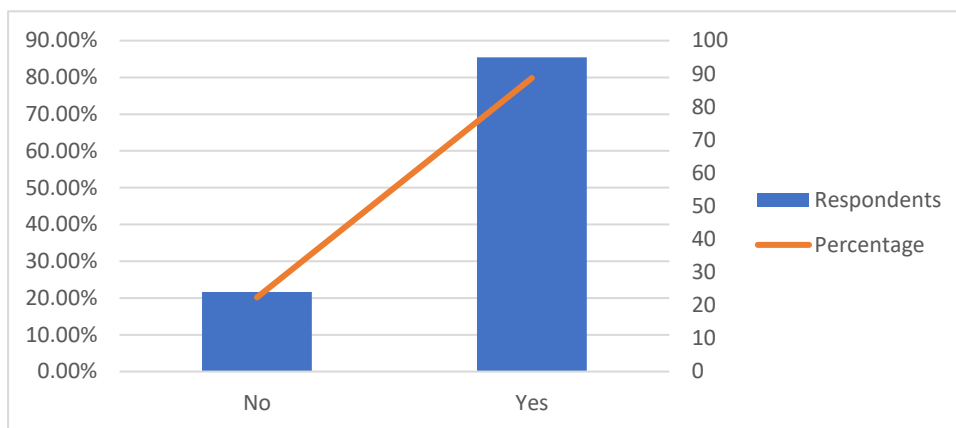
Majority (79.83%) of the respondents have said yes

Table 4.1.7: If yes from the above question, do you feel any changes in the digital marketing strategies before and after of covid-19?

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1	Agree	77	64.71%
2	Neutral	42	35.29%
	Grand Total	119	100.0%

Source: Primary data.

Chart 4.1.7: If yes from the above question, do you feel any changes in the digital marketing strategies before and after of covid-19?



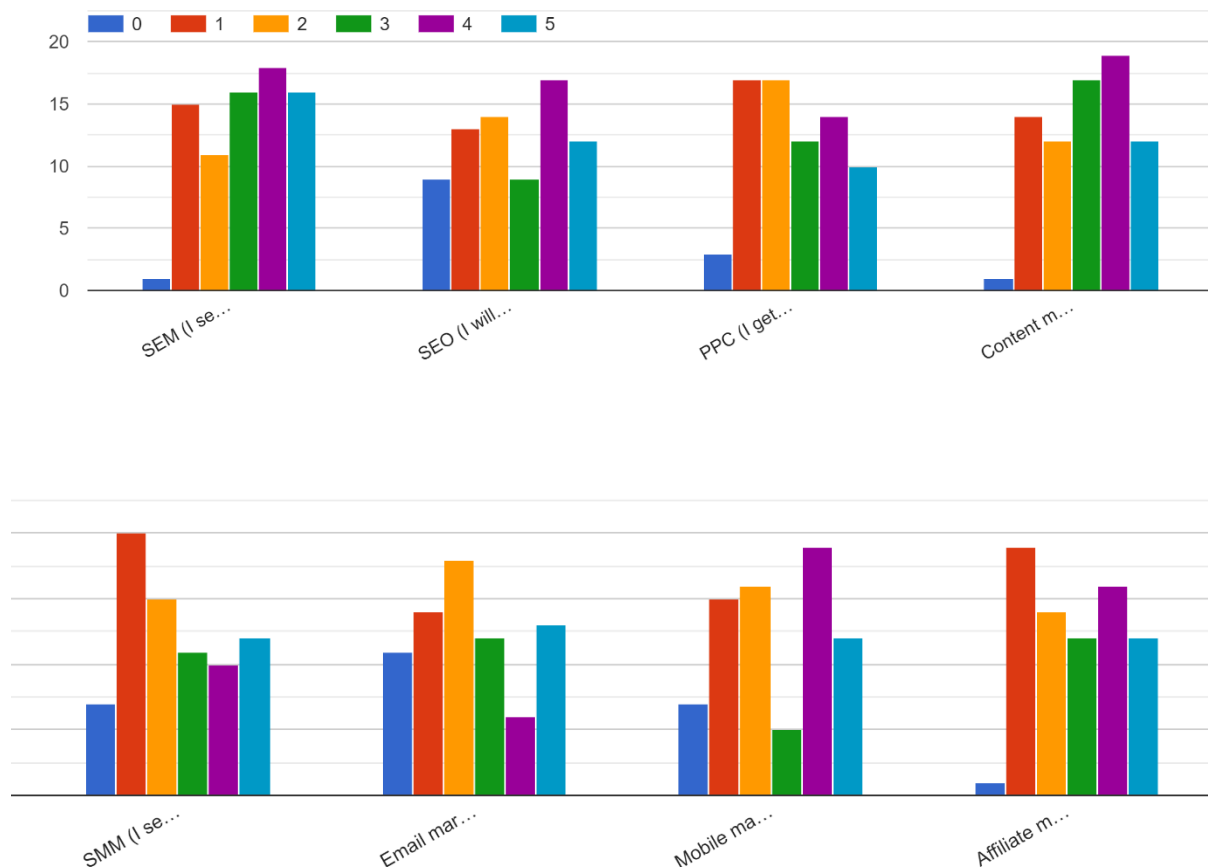
Interpretation

From the above table it is interpreted that the number of respondents have agreed(64.71%) , neutral(35.29%)

Inference

Majority (64.71%) of the respondents have agreed.

Chart 4.1.8: Please tick the grade to which level Digital and Social media marketing Influence buying decisions?0: 0% , 1 : 20%, 2:40%, 3: 60% , 4: 80%, 5: 100%



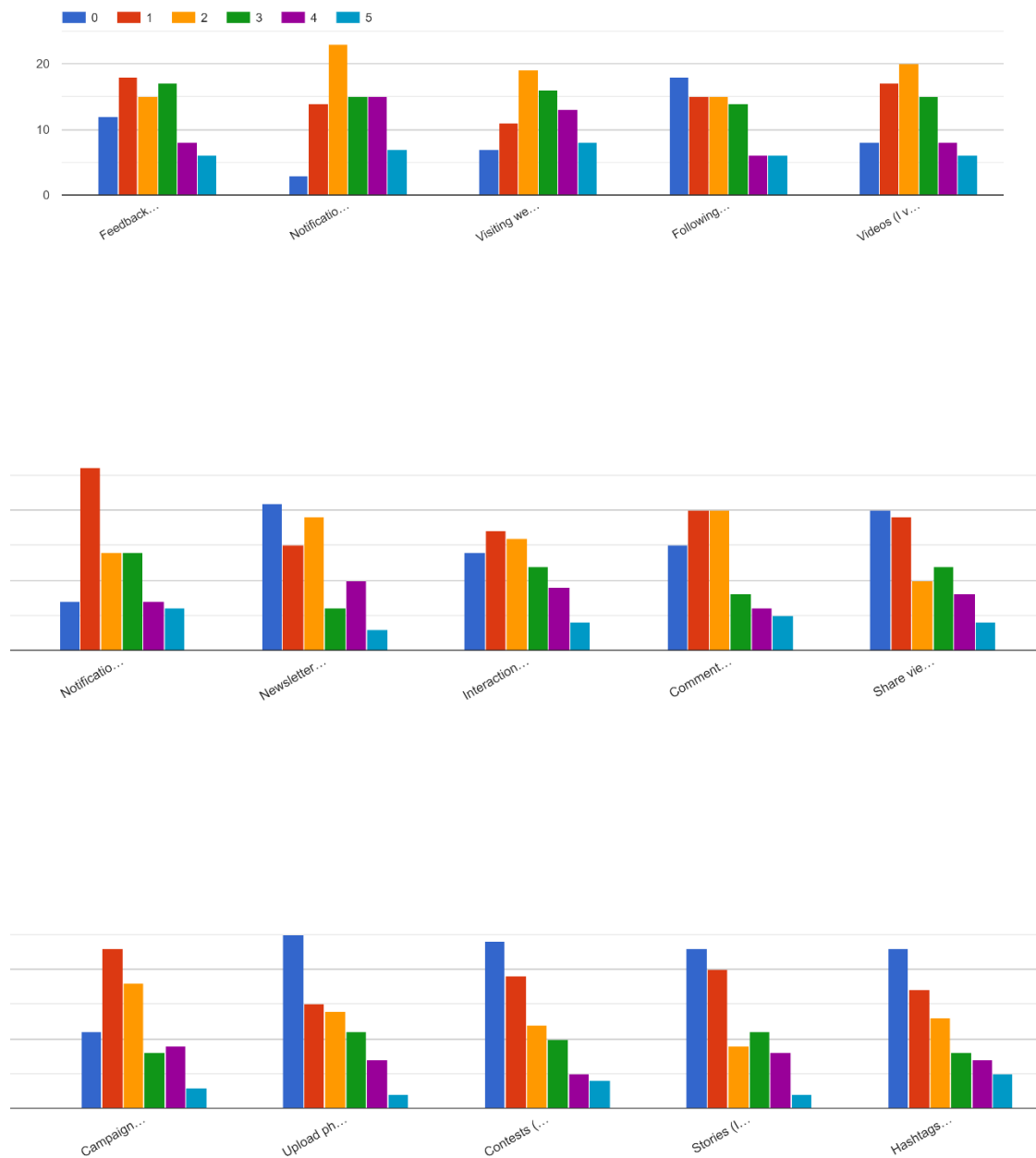
Interpretation

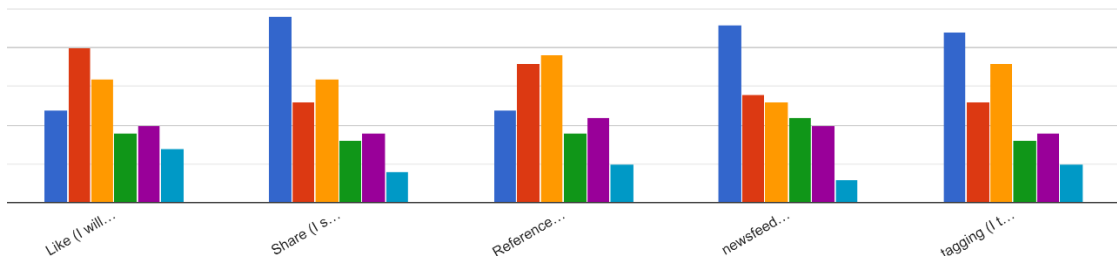
From the above table it is interpreted that the number of respondents have said SEM(0-1 , 1-15 , 2-11, 3-16 , 4-18 , 5-16), SEO-(0-8, 1-13, 2-14 ,3-8, 4-17, 5-12) , PPC(0-3 ,1-17, 2-17, 3-12, 4-14, 5-10), Content Marketing(0-1 ,1-14 ,2-12 ,3-17 ,4-19, 5-12), SMM(0-9 ,1-20 ,2-15 ,3-11 ,4-10 ,5-13) , Email Marketing (0-11 ,1-13 ,2-17, 3-12, 4-6, 5-12), Mobile Marketing(0-7 ,1-15 ,2-16 ,3-5 ,4-18, 5-12), Affiliate Marketing(0-1 ,1-18 ,2-14, 3-13, 4-16, 5-13)

Inference

Majority (20) of the respondents have said SMM -1

Chart 4.1.9: Please tick the grade to which level product information marketing Influence buying decisions?0: 0% , 1 : 20%, 2:40% , 3: 60% , 4: 80%, 5: 100%?





Interpretation

From the above table it is interpreted that the number of respondents have said Feedback (0-12 ,1-18, 2-16, 3-17, 4-7, 5-6), Notification (0-2, 1-12, 2-22, 3-13, 4-13, 5-6) ,Visiting website (0-6, 1-11, 2-19, 3-17, 4-15, 5-7), Following (0-18, 1-16, 2-16, 3-15, 4-4, 5-4) ,Videos (0-6, 1-17, 2-20, 3-15, 4-7, 5-6), Notification (0-7 ,1-26, 2-14, 3-14, 4 -7, 5-6),Newsletters (0-21, 1-15, 2-19, 3-5, 4-10,5-3) , Interaction (0-14,1-16,2-15 ,3-12 ,4-9,5-4), Comment (0-15,1-20,2-20,3-7,4-5,5-4), Share views (0-20,1-19,2-10,3-12,4-8,5-4) ,Campaigns (0-,1-,2-,3-,4-,5-,) ,Upload photo (0-,1-,2-,3-,4-,5-Contests (0-24, 1-19, 2-11, 3-10, 4-5, 5-4) ,Stories (0-22, 1-20 , 2-9,3-11, 4-8, 5-2) , Hashtags(0-22 ,1-16,2-12,3-7,4-6,5-5) ,Like (0-12,1-20,2-16,3-9,4-10,5-7),Share (0-24,1-13,2-16,3-7,4-8,5-4),Reference code (0-12,1-17,2-19,3-9,4-11,5-5,Newsfeed (0-22,1-14,2-12,3-11,4-10,5-3) ,Tagging (0-21,1-12,2-18,3-8,4-9,5-5)

Inference

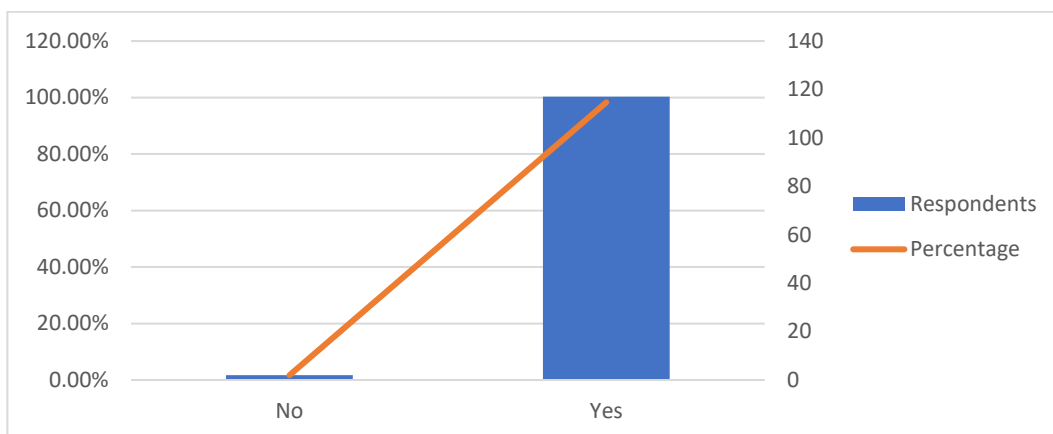
Majority (24%) of the respondents have said share-0

Table 4.1.10: Do you find digital marketing useful during this covid-19?

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1	No	2	1.68%
2	Yes	117	35.29%
	Grand Total	119	100.0%

Source: Primary data.

Chart 4.1.10: Do you find digital marketing useful during this covid-19?



Interpretation

From the above table it is interpreted that the number of respondents have said yes(35.39%) and no(1.68%)

Inference

Majority (35.39%) of the respondents have said yes.

Table 4.1.11: How well does digital marketing meet your expectations?

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1	Excellent	26	21.85%
2	Good	78	65.55%
3	Fair	15	12.61%
	Grand Total	119	100.0%

Source: Primary data.

Chart 4.1.11: How well does digital marketing meet your expectations?



Interpretation

From the above table it is interpreted that the number of respondents have said Excellent(21.86%), Good (65.55%), Fair(12.61%)

Inference

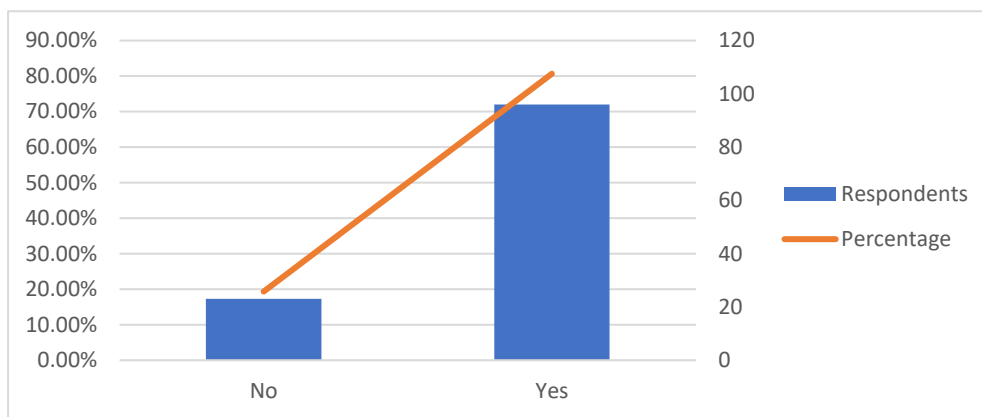
Majority (65.55%) of the respondents have said good.

Table 4.1.12: Have you purchased any goods influenced by digital marketing during this covid-19 ?

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1	No	23	19.33%
2	Yes	96	80.67%
	Grand Total	119	100.0%

Source: Primary data.

Chart 4.1.12: Have you purchased any goods influenced by digital marketing during this covid-19 ?



Interpretation

From the above table it is interpreted that the number of respondents have said yes(80.67%) and no(19.33%).

Inference

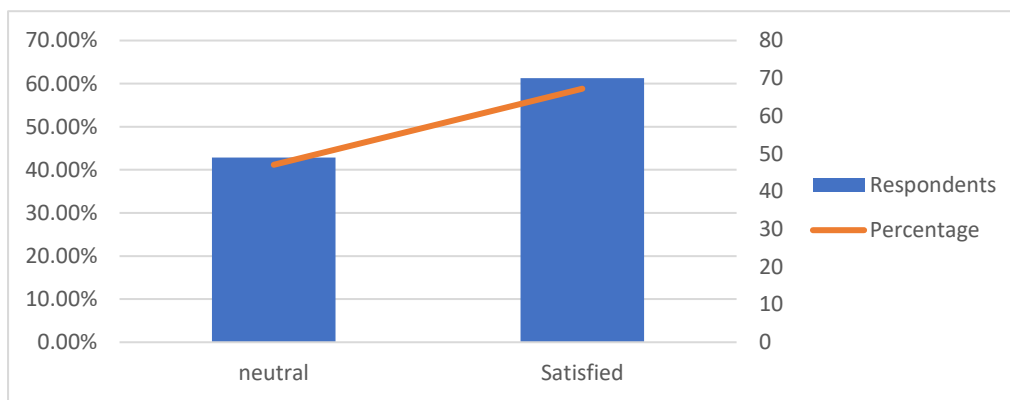
Majority (80.67%) of the respondents have said yes.

Table 4.1.13: How was your experience until now with digital marketing ?

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1	Neutral	49	41.18%
2	Satisfied	70	58.82%
	Grand Total	119	100.0%

Source: Primary data.

Chart 4.1.13: How was your experience until now with digital marketing ?



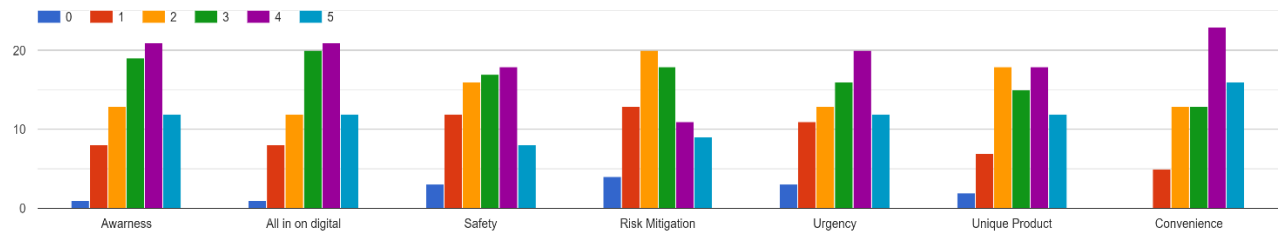
Interpretation

From the above table it is interpreted that the number of respondents have said neutral(41.18%) and satisfied(58.82%)

Inference

Majority (58.82%) of the respondents have said satisfied.

Chart 4.1.14: What do you think are the advantages of digital marketing during covid-19? 0: 0% , 1 : 20%, 2:40%, 3: 60% , 4: 80%, 5: 100%?



Interpretation

From the above table it is interpreted that the number of respondents have said Awareness(0-1,1-7,2-15,3-19,5-21), All on digital(0-1,1-7,2-14,3-20,4-21,5-12), Safety(0-3,1-11,2-13,3-16,4-17,5-8), Risk Mitigation(0-4,1-12,2-20,3-18,4-11,5-9), Urgency(0-3,1-11,2-12,3-16,4-20,5-11) , Unique product(0-2,1-6,2-17,3-15,4-17,5-11), Convenience(1-5,2-13,3-13,4-23,5-16)

Inference

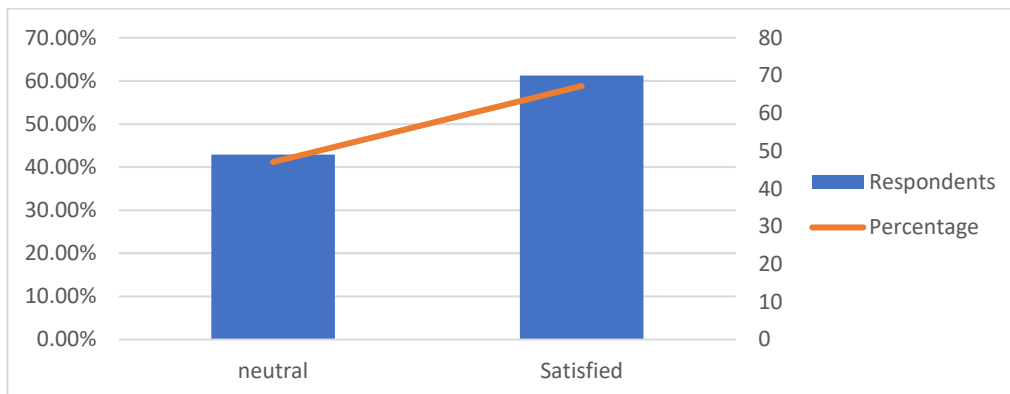
Majority (58.82%) of the respondents have said satisfied.

Table 4.1.15: Has digital marketing changed your purchasing behavior during this pandemic?

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1	No	16	13.45%
2	Yes	103	86.55%
	Grand Total	119	100.0%

Source: Primary data.

Chart 4.1.15: Has digital marketing changed your purchasing behavior during this pandemic?



Interpretation

From the above table it is interpreted that the number of respondents have said yes(86.55%) and no(13.45%)

Inference

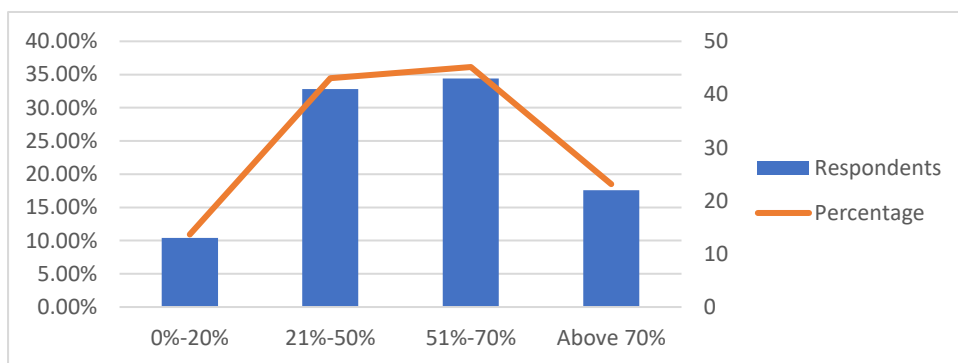
Majority (86.55%) of the respondents have said yes.

Table 4.1.16: If yes , what's the approximate percentage range of change in your purchase behavior?

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1	0% - 20%	13	10.92%
2	21% - 50%	41	34.45%
3	51% - 70%	43	36.13%
4	Above 70%	22	18.49%
	Grand Total	119	100.0%

Source: Primary data.

Chart 4.1.16: If yes , what's the approximate percentage range of change in your purchase behavior?



Interpretation

From the above table it is interpreted that the number respondents have said 0-20%(10.92%) ,

21%-50%(34.45%) , 51%-70%(36.13%) , Above 70%(18.49%)

Inference

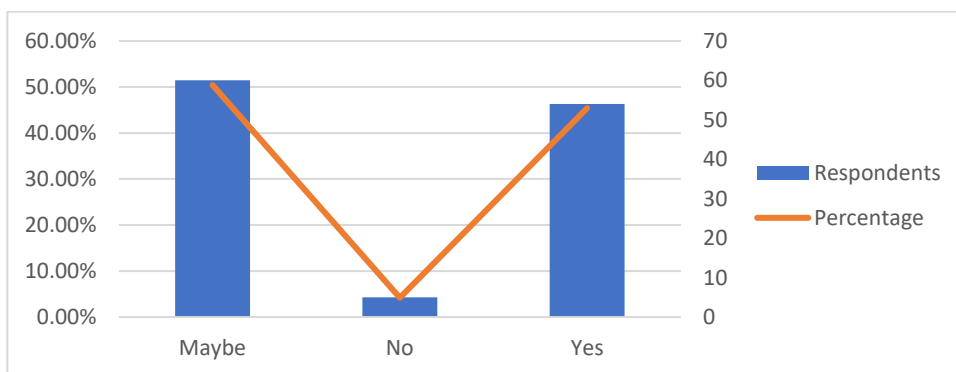
Majority (36.13%) of the respondents have said 51%-70%.

Table 4.1.17: Will you continue to buy goods promoted by digital marketing even after covid-19 ?

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1	Maybe	60	50.42%
2	No	5	4.20%
3	Yes	54	45.38%
	Grand Total	119	100.0%

Source: Primary data.

Chart 4.1.17: Will you continue to buy goods promoted by digital marketing even after covid-19 ?



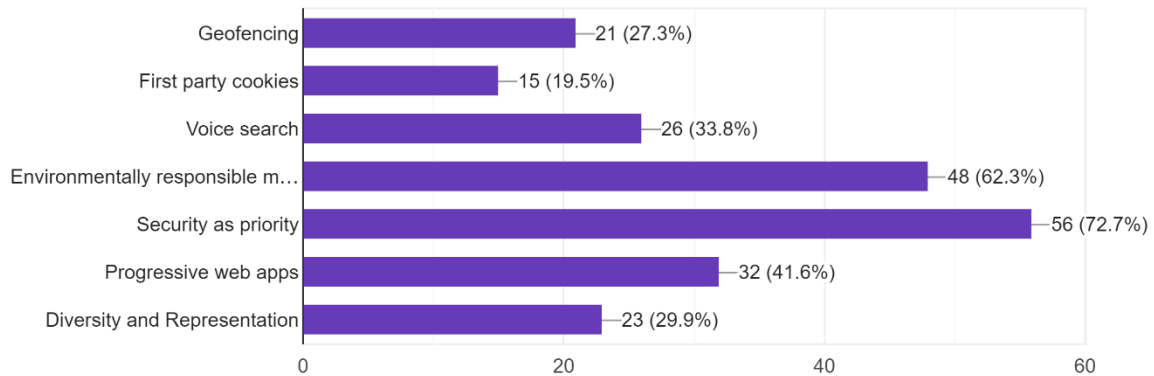
Interpretation

From the above table it is interpreted that the number of respondents

Inference

Majority (54%) of the respondents are Male.

Chart 4.1.18: What are your expectations towards future digital marketing?



Interpretation

From the above table it is interpreted that the number of respondents have said geofencing(27.3%), First party cookies(19.5%), Voice search(33.8%), Environmentally responsible(62.3%) , Security as priority(72.7%) , Progressive web apps(41.6%) , Diversity and Representation(29.9%) .

Inference

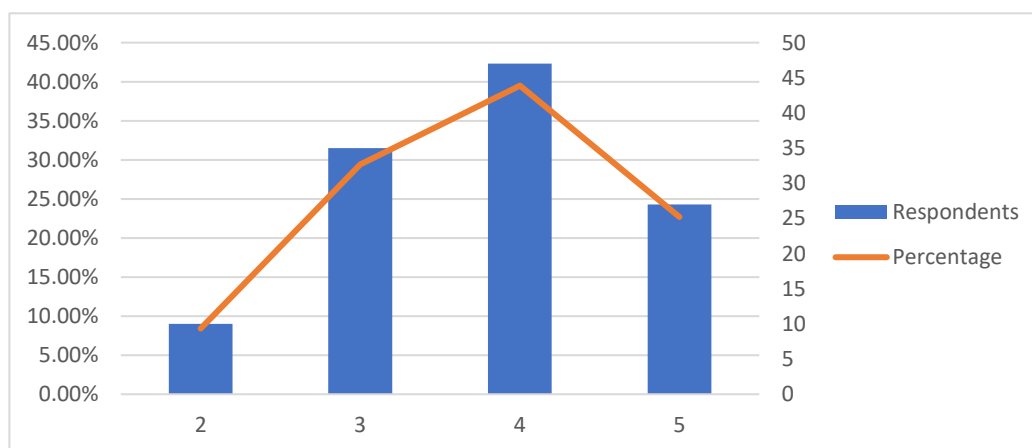
Majority (72.7%) of the respondents expects Security as priority.

Table 4.1.19: Rate your experience with digital marketing

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1	2	10	8.40%
2	3	35	29.41%
3	4	47	39.50%
	5	27	22.69%
	Grand Total	119	100.0%

Source: Primary data.

Chart 4.1.19: Rate your experience with digital marketing



Interpretation

From the above table it is interpreted that the number of male respondents is 54% and female respondent is 46%.

Inference

Majority (54%) of the respondents are Male.

4.2 HYPOTHESIS:

Null Hypothesis(H0):

There is no significant difference between gender and the awareness of digital marketing.

Alternative hypothesis(H1):

There is significant difference between gender and the awareness of digital marketing.

Chi Square Test:

A chi-square (χ^2) statistic is a test that measures how a model compares to actual observed data. The data used in calculating a chi-square statistic must be random, raw, mutually exclusive, drawn from independent variables, and drawn from a large enough sample. For example, the results of tossing a fair coin meet these criteria.

Chi-square tests are often used in hypothesis testing. The chi-square statistic compares the size of any discrepancies between the expected results and the actual results, given the size of the sample and the number of variables in the relationship.

Formulae:

$$\chi^2 = \sum (O_i - E_i)^2 / E_i$$

	yes	no	Row Totals
male	56 (57.01) [0.02]	8 (6.99) [0.15]	64
female	50 (48.99) [0.02]	5 (6.01) [0.17]	55
Column Totals	106	13	119 (Grand Total)

Inference:

The chi-square statistic is 0.3533. The p-value is .552263. since the $p < .10$ the null hypothesis is rejected and the alternative hypothesis is accepted. Therefore, there is significant difference between gender and awareness of digital marketing.

CHAPTER-5

5.1 Findings:

- Majority (64.2%) of the respondents are UG graduates.
- Majority (48.1%) of the respondents are of age between 18-25.
- Majority (56.8%) of the respondents are male.
- Majority (88.6%) of the respondents are aware of digital marketing.
- Majority (65.8%) of the respondents agree that the strategies of digital marketing has changed before and after covid-19.
- Majority (97.5%) of the respondents have said yes, digital marketing was useful during the pandemic.
- Majority (66.3%) of the respondents have mentioned “good” for digital marketing meeting their expectations
- Majority (80%) of the respondents have said yes for buying goods that was influenced by digital marketing during this covid-19.
- Majority (58.8%) of the respondents was satisfied with experience of digital marketing so far.
- Majority (83.1%) of the respondents have said yes, that their purchasing behaviour has changed over this pandemic.
- Majority (40%) of the respondents have told that the approximate percentage range of change in their purchasing behaviour is 51%-70%
- Majority (38%) of the respondents have given 4 on overall rating for digital marketing.

5.2 Suggestions and Recommendations:

The study is consisted with the impact of covid-19 on digital marketing. How they have affected the purchasing behaviour of consumers during covid, how useful the digital marketing was during this pandemic. Improve technical advancement in promotion of digital marketing. Collect and implement the feedback provided by the consumer in the right way. Provide a transparent and good service to the consumer before and after purchase. Creating awareness among the people about digital marketing. Complete description needs to provide about the product to the online shoppers. Consumers expect more cookies free websites.

5.3 Conclusion:

To summarize, digital marketing has a bright future for long term sustainability of the product or services in the current technological market with all its pros and cons. The digital marketing has been very useful for people from all the localities during this pandemic. Most of the industries have adopted digital marketing techniques to some extent prior to the onset of the COVID-19 pandemic, its adoption was accelerated during the pandemic. However, the utilization rate of digital marketing platforms differs according to their size of the company and their consumers. In the future, we will have to pay more for our daily groceries and for many services, including healthcare. If this leads to a reduction in demand for products this would in itself be a benefit. These current developments will lead to creative innovations that will contribute to a more sustainable and ethical economy and society in the post-COVID-19 era. Though there are many impacts that was made on digital marketing during this pandemic, we can conclude that the future for this is bright and beneficial way.

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Appendix

1. Name
2. Educational Qualification
 - a. Doctorate/ Philosophy
 - b. Post graduate
 - c. Under graduate
 - d. Higher secondary
3. Age Group
 - a. 18-25
 - b. 25-40
 - c. 40 and above
4. Gender
 - a. Male
 - b. Female
5. Occupation
 - a. Employed
 - b. Student
 - c. Other
6. Are you aware of digital marketing?
 - a. Yes
 - b. No
7. Did you know about digital marketing before covid-19 ?
 - a. Yes
 - b. No
8. If yes from the above question, do you feel any changes in the digital marketing strategies before and after of covid-19 ?
 - a. Agree
 - b. Neutral
 - c. Disagree
9. Please tick the grade to which level Digital and Social media marketing Influence buying decisions?0: 0% , 1 : 20%, 2:40%, 3: 60% , 4: 80%, 5: 100%

	0 – 0%	1– 20%	2- 40%	3- 60%	4- 80%	5- 100%
[SEM (I search for the product through search engines with key words (google, yahoo, bing))]						
[SEO (I will visit the links which comes in the first preferences on search engine based on search traffic results for the same keywords)]						
[PPC (I get information about the products on the google adds or displays)]						
[Content marketing (I visit the websites of the e-retailer and search the content for my product)]						
[SMM (I seek information about the products through social networks , blogs, newsletter)]						
[Email marketing (I Get the information about the products and offers on my E-mail)]						
[Mobile marketing (I get the notifications on my mobile applications about the products I am looking for)]						
[Affiliate marketing (I get information when I find the						

advertisement of products on other websites I visit)]						
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10. Please tick the grade to which level product information marketing Influence buying decisions? 0: 0% , 1 : 20%, 2:40%, 3: 60% , 4: 80%, 5: 100%

	0-0%	1-20%	2-40%	3-60%	4-80%	5-100%
Feedback (I give feedback and reviews after online purchase on social media)						
Notification (I receive notifications on social media regarding offers and discounts for next purchases)						
Following (I follow the retailers Facebook page to get the information about the products)						
Videos (I view the videos posted by retailers on their pages and YouTube to get the content)						
Newsletters (I follow the newsletters of the marketers Times pent I spend more time on the retailers website and go through the content)						
Interaction (I interact with the e-retailers to get information)						

Comment (I comment on the posts shared by the retailers)						
Share views (I share my views in the blogs)						
Campaigns (I am influenced by the campaigns of the retailers to buy the products)						
Upload photo (I will upload the photo and video of the product on the pages of retailer)						
Contests (I will participate in the contests by the retailers)						
Stories (I will write stories and experience of my product on retailers page)						
Hashtags (I use hashtags on my social networks and tag the retailers product)						
Like (I will like the posts of retailer if appealing and recommend my friends)						
Share (I share the posts of retailers if satisfied with the products and services of retailer)						
Reference code (I refer my friends and share the referral code for referral bonus)						

Newsfeed (I make suggestions for products on my status and news feed)						
Tagging (I tag my friends with similar tastes and preferences if product is appealing)						

11. Do you find digital marketing useful during this covid-19?

- a. Yes
- b. No

12. How well does digital marketing meet your expectations?

- a. Good
- b. Excellent
- c. Fair

13. Have you purchased any goods influenced by digital marketing during this covid-19 ?

- a. Yes
- b. No

14. How was your experience until now with digital marketing ?

15. What do you think are the advantages of digital marketing during covid-19? 0: 0% , 1 : 20%, 2:40%, 3: 60% , 4: 80%, 5: 100% .

	0-0%	1-20%	2-40%	3-60%	4-80%	5-100%
Awareness						
All in on digital						
Safety						
Risk Mitigation						
Urgency						
Unique Product						
Convenience						

16. Has digital marketing changed your purchasing behavior during this pandemic?
- a. Yes
 - b. No
17. If yes, what is the approximate percentage range of change in your purchase behavior?
- a. 0%-20%
 - b. 21%-50%
 - c. 51%-70%
 - d. Above 70%
18. Will you continue to buy goods promoted by digital marketing even after covid-19 ?
- a. Yes
 - b. No
 - c. Maybe
19. What are your expectations towards future digital marketing?
- a. Geofencing;
 - b. First party cookies;
 - c. Voice search;
 - d. Environmentally responsible marketing;
 - e. Security as priority;
 - f. Progressive web apps;
 - g. Diversity and Representation
20. Rate your experience with digital marketing
- a. 1
 - b. 2
 - c. 3
 - d. 4
 - e. 5