

## **ARTICLE ON ROLE OF DIGITAL MARKETING DURING COVID -19 PANDEMIC IN INDIA**

**Nagasudha R**

Asst. Prof, Dept of Commerce and Management  
Seshadripuram College, B'lore-20.

**Shruthi C**

Asst. Prof, Dept of Commerce and Management  
Seshadripuram College, B'lore-20.

**Krithika Raj**

Asst. Prof, Dept of Commerce and Management  
Seshadripuram College, B'lore-20.

### **Abstract**

Digital Marketing encompasses the marketing activities that use an internet networks or the electronic devices to reach the consumers in the modern technological era. Digital marketing achieves targets of marketing a business through different online shopping modes or channels. Digital marketing is that the all mighty gateway between electronic technology and marketing psychology.

COVID-19 is that the communicable disease caused by severe acute respiratory syndrome. The virus is very dangerous because it is spread between people during close contact. The impact of this COVID -19 is on Social and Economic factors; no doubt the virus is tragedy of human worldwide or in the global scale.

The article aims to identify the factors of digital marketing the lead to resound in the economy of India and also to study the rapid growth in the impact of digital marketing. The article concluded with the factors like internet utility, Consumers Consumption behavior for the growth of digital marketing.

**Keywords:** Digital marketing, Indian economy, online shopping, Consumption behavior.

### **I Introduction**

**Digital marketing:** Digital marketing encircles all the types of marketing efforts the uses an electronic gadget or the internet networks. Digital marketing reaches the consumers very easily

with the help of the internet, mobile phones, search engines, social media and many other online modes. Some of the examples for digital marketing are search engine optimization, search engine marketing, affiliate marketing, email marketing, instant message marketing etc. Digital marketing is the part and parcel of marketing which avail/make use of internet and online based technologies. Digital marketing is the term used for the targeted, interactive and measurable marketing of commodities and services with the help of digital instruments.

COVID 19 is the Communicable disease caused by severe acute respiratory syndrome. COVID which is also known as corona virus pandemic is a continuous pandemic. The virus is spread between people during close contact due to small droplets which is produced by cough. The Pandemic which was considered an unlikely activity for a long time even before the COVID-19 outbreak which has been identified as one of the important key challenges to businesses, according to a survey conducted in 2007. Marketing theory offers few insights to the potential impact of the disruptive events. People gradually started adjusting to the very new reality in their lives.

## **II REVIEW OF LITERATURE**

1. 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.
2. 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.

3. 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.

### **III Statement of the problem**

A researcher has found the gap between the crisis during COVID-19 and to study the impact of digital marketing.

### **IV Objectives**

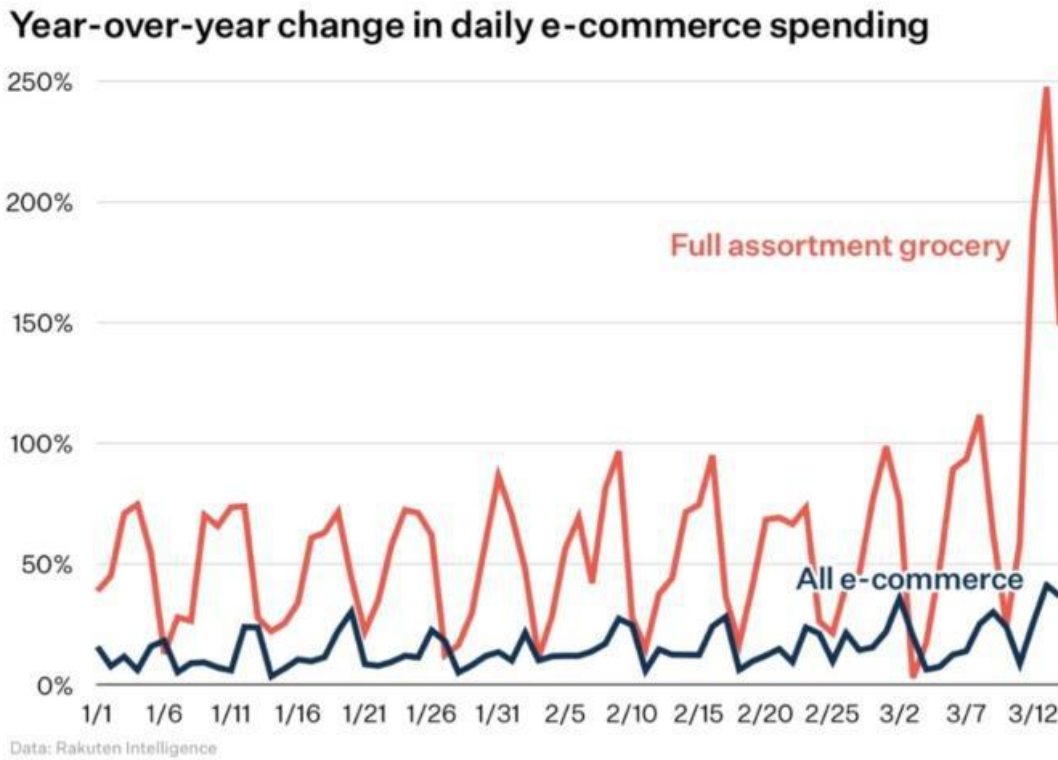
- 1) To identify the growth rate of digital marketing during COVID crisis situation.
- 2) To analyze the impact on brand loyalty of consumers.
- 3) To identify the sudden changes due to Covid in the digital era.

### **V Research Methodology**

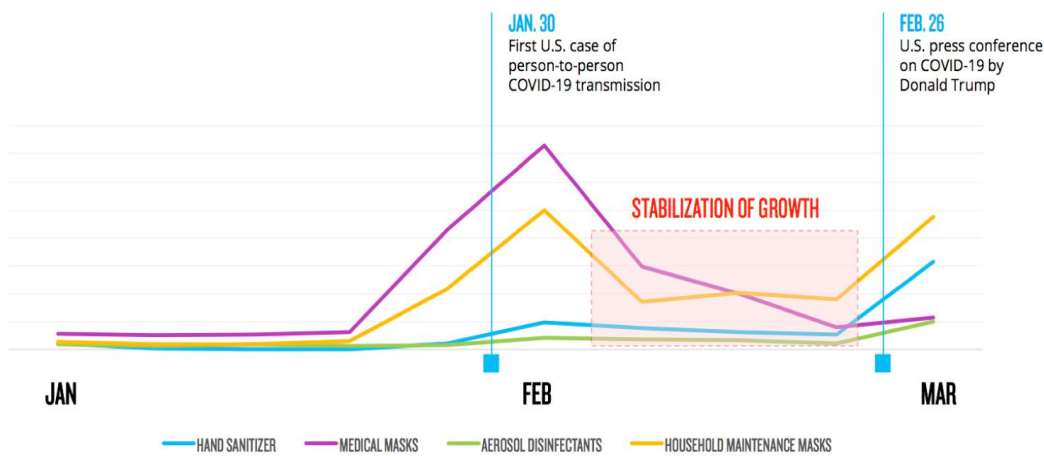
The study is based on content analysis. A researcher has taken the information through newspapers, websites, articles, reports, journals and books. Review of Literature was done by the researchers to have a proper picture for preparation of paper and understanding the article clearly. A secondary data has been taken to study the impact of digital marketing in this COVID-19 crisis situation. Random sampling method has taken for analysis and interpretation of data.

## **VI Data Analysis and Interpretation**

As per the objectives and Statement of problem framed by the researcher on the topic “Article on Role of Digital Marketing during COVID -19 pandemic in India” the analysis was as follows.



While less about the immediacy of protecting and feeding themselves, it comes as no surprise that as people are homebound and not pursuing external entertainment options that there's an increase in digital streaming services. In addition to streaming services like Netflix, Amazon, Hulu, and Disney+ seeing atypical gains in subscribers within the half-moon of 2020, non-traditional streaming services like movie studios are releasing media streaming, on-demand, sometimes before projected release.



TIGHT PURCHASE TURN AROUND TO COVID-19 NEWS CYCLE



In an analysis of Feedvisor customer sales data, predominantly across Amazon’s and Walmart’s U.S. marketplaces, the COVID-19 impact on e-commerce is undeniable. Grocery and Gourmet,

for instance, which has historically been slow to penetrate e-commerce, is up 37% since Feb. 3, 2020.



Based on the Customers buying behavior and consumption habitat, these are the most common industrial categories which has highly impacted by COVID-19.

## VII Conclusion

Your customers try their best to adapt to strange times without tons of footholds and shifting their behavior as a result. As a business owner, you're facing much of an equivalent uncertainty, while trying to support your customers' needs and your own.

Depending on your industry and audience, your response to the ever-evolving situation will change. You know your customers better than anyone. We hope this resource has helped you understand a number of the ways their behaviors are changing, so you'll still serve them as best you'll.

**Bibliography**

- from <https://brandequity.economictimes.indiatimes.com/news/advertising/brands-tweak-ad-strategy-to-accommodate-coronavirus-awareness-communication/75419561>
- KPMG. (2020, Apr). Covid-19: The many shades of a crisis. Retrieved from <https://home.kpmg/content/dam/kpmg/in/pdf/2020/04/the-many-shades-of-a-crisis-covid-19.pdf>
- Baker, P. 2020. We can't go back to normal': How will coronavirus change the world? The Guardian, March 31, 2020. [https://www.theguardian.com/world/2020/mar/31/how-will-the-world-emerge-from-the-coronavirus-crisis?utm\\_source=digg](https://www.theguardian.com/world/2020/mar/31/how-will-the-world-emerge-from-the-coronavirus-crisis?utm_source=digg)
- Lichfield, G. 2020. We're not going back to normal. MIT Technology Review, March 17. [https://www.technologyreview.com/s/615370/coronavirus-pandemic-social-distancing-18-months/?utm\\_source=digg](https://www.technologyreview.com/s/615370/coronavirus-pandemic-social-distancing-18-months/?utm_source=digg)
- Mathur, A., G. P. Moschis, and E. Lee. 2003. Life events and brand preference changes. Journal of Consumer Behaviour 3 (2):129–41. doi: 10.1002/cb.128.
- Zwanka, R. 2020. Food forethought!: 48 healthy food tips for navigating the grocery store. Middletown, DE: KDP Publishing, 12–3.