

Impact of Covid-19 on Digital Marketing in India

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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.

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 behaviour, 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.

RESEARCH METHODOLOGY AND ANALYSIS

According to Mckinsey & company, organizations should take care the immediate needs of customers with the help of given four actions and prepare for the future because in Covid-19 pandemic, future is uncertain so it is important for the organizations prepare such strategy which help for satisfy the customer needs accordingly because priorities of the peoples are changed. Priorities are safety, trust, hygienic product and services, contactless buying with the

help of digital platform. So according to these priorities, organizations should prepare the infrastructure and policy for future.

India's total advertising industry was valued at INR 68,475 crores in 2019 and recorded INR 75,952 crores by the end of 2020 despite covid according to a report by Dentsu Aegis Network. That's a whopping 10.9% growth rate. This goes on to show that even during the pandemic, a lot of money was pumped into advertising, especially the digital channels.

A friend of mine, Rohan Mehta, the CEO of Kinnect (One of Asia's largest standalone Digital Marketing Agencies) recounted that the pandemic accelerated their digital adoption, and over 80% spends on digital was driven by businesses looking at rewiring their operating models for the new normal.

The Internet Wave

The number of mobile phone internet users in India had summed up to 420.7 million in 2019, climbing to 448.2 million in 2020 as per Statista, and is expected to cross the 500 million mark by 2023!

This portrays that the number of people on the Internet is rising and people are becoming tech-savvy. The takeaway here is that the maximum number of potential consumers are present online, especially since covid-19. People had nowhere to go and hence started consuming content over the Internet more than ever before.

This consequently led to an increase in the consumption of data. Back in 2016, when a user consumed approximately 500MB to 1GB monthly data, now an average user is calculated to use around 13.5GB of monthly 4G data by December 2020. This figure further rose by 20% as more and more people subscribed to different platforms for video consumption as well other dependencies on the Internet.

In fact, we're soon to witness the arrival of 5G in India. One of the biggest reasons being that a higher number of people are adapting to the Work From Home culture. Thus, India needs a 5G connection to better sustain our dependence on the Internet and carry out business processes seamlessly.

These were just some of the stats that prove the rise of digitalization due to covid. Now let's look at a few significant perspectives which shed light on the impact of Covid on the digital marketing industry.

Surge in Corporate Trainings

Another compelling change witnessed during the pandemic was the need for small and large businesses to digitally transform their mode of operation, especially on the marketing front.

Through corporate training verticals, companies like Cipla and Volkswagen up-skilled in various facets of digital marketing and lead nurturing. On the other hand, Pfizer and Godrej Professional chose to empower their influencers, i.e. doctors and hair stylists through the right digital skills.

The need for corporate training in digital marketing has been increasing since 2020 because every company wants their employees to be in line with digital marketing as it has emerged as one of the most important elements in Marketing. Slowly but surely the entire ecosystem of businesses, influencers, and end consumers are now all warmed up to the new normal.

On the Education front

Even undergraduate and graduate students are looking for digital marketing courses because they have noticed that the scope of digital marketing in India is very bright and promising and the career opportunities are notable.

Here's a stat to put things in perspective - the search volume per month for 'digital marketing courses' was nearly 60,500 in the month of May 2019 and it experienced a massive growth rate of 49.5%, which means 90,500 searches for it in May 2020, when we were at the peak of the pandemic. And these searches continue to grow while you're reading this!

In this paper four actions are analysed and get some findings Focus on care and concern- organization approach customer for support not for marketing and help the customer in this tuff time and organization also take care their employees, in other words organization should show the humanity for the employees and also for the society. It is challenge for the organizations to arrange the fund for all activities.

Meet your customer where they are: In covid-19 pandemic, organization should try to use digital platform for maintaining the social distancing and safety. For developing the digital infrastructure, it is difficult task for the organizations to arrange the fund and difficult task to trained 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 changing time. Build agile capabilities for fluid times: Use digital platform for approaching the customer and try to build new capabilities so organization sustain in business world. Save time and money and try to reach maximum no of people for satisfying their needs.

CONCLUSION

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

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