

THE IMPACT OF COVID-19 ON DIGITAL MARKETING OF CHITRADURGA DISTRICT OF KARNATAKA: A SURVEY

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Abstract: Online, or digital, marketing is the process by which businesses are promoted to communicate with potential customers via the internet and other digital media. This includes email, social media, web-based, text, and multimedia messaging, among other marketing platforms. Any type of marketing that uses electronic devices to provide promotional messaging and can be tracked by marketing specialists throughout the consumer journey. Actually, digital marketing is the term used to describe advertising campaigns that appear on a computer, phone, tablet, or other device. It can show up in a number of formats, including paid social media advertisements, online videos, search engine marketing, and posts on social media. Sometimes, "traditional marketing" strategies like direct mail, billboards, and magazine ads are contrasted with digital marketing.

Keywords: marketing, digital marketing, COVID – 19, pandemic, traditional marketing, consumers, social media

1.0 Introduction

Online and digital marketing are terms used to describe the strategy of connecting with potential consumers by promoting brands online and through other digital communication channels. This includes a range of platforms, including text and multimedia messaging, social media, web-based advertisements, and email. Consumers extensively rely on digital tools to perform product research in the current digital era. For example, Think with Google marketing insights research found that 48% of customers start their search queries on search engines, 33% visit brand websites, and 26% use mobile applications. Digital marketing isn't just available through these platforms, though. To create strategies that effectively connect customers, marketers must interact deeply with the large and complex cross-channel world of today. It's a complex process. Marketers can discover new ways to communicate with customers and obtain insightful knowledge about the habits of their target audience by putting into practice an omni-channel digital marketing strategy. By using these tactics, businesses may also expect to see an improvement in client retention. Going forward, wearable gadget availability for customers is anticipated to increase in the field of digital marketing. Additionally, according to Forbes, email marketing will get even more individualized, video material will be optimized for search engine visibility, and social media will become more conversational in the business-to-business (B2B) area. These developments demonstrate how digital marketing is a dynamic field and how important it is for marketers to keep up with new developments in both trends and technology. In conclusion, in today's digital environment, digital marketing is essential to customer interaction and brand development. It's challenging for marketers to traverse the intricate web of digital platforms and implement tactics that appeal to their target market. They will be able to realize the full potential of digital marketing and stimulate corporate expansion by doing this.

1.1 How COVID – 19 Pandemic Has Changed the Future of Digital Marketing

The realm of marketing has undergone rapid transformation in recent times, particularly in the digital sphere, and this can be attributed to the COVID-19 pandemic. The pace at which technology is advancing makes it challenging to keep up with the latest trends in the industry. However, the pandemic has led to a significant increase in online activity, with people spending more time online than ever before. This has resulted in an expansion of online business opportunities, promising a bright future for digital marketing agencies. The pandemic has also caused a shift in consumer behavior, as people have been confined to their homes for extended periods and have had to adhere to social distancing norms. This has led to changes in the consumption patterns of information, goods, and services. The more people engage with technology, the more they enjoy the experience, making it a regular part of their lives, regardless of the pandemic.

2.0 Review of Literature

Verma's (2018) research indicates that companies can gain from a variety of digital marketing channels, and the increasing usage of social media creates new chances for digital marketers to reach customers online. The report also emphasizes India's notable move towards digitalization. The article also focuses on the diverse spectrum of consumers who believe that social networking sites offer purchasing services because they are easily accessible. The study highlights the significant commercial impact that digital marketing has on organizations, in addition to its cost-effectiveness. In Bharti's (2018) research, it is found that the increasing use of e-commerce is a crucial factor in the Indian consumer's changing shopping approach. The paper suggests that to foster growth in digital marketing, marketers should identify trends and patterns in consumer behavior. Furthermore, consumers can provide online feedback through social media, allowing businesses to receive both positive and negative feedback and establish direct contact with their customers. This enhanced interaction through social media will further enhance the efficiency of businesses in conducting their operations through e-marketing. According to the findings of Rajaiah and Srinivasulu (2019), digital marketing emerges as a highly cost-effective means of advertising products in comparison to other marketing platforms. The influence of digital marketing and advertising on individuals' online purchasing and selling behaviors has led to the growth of e-commerce. Consequently, the future of digital marketing in India appears promising, with a bright scope for further development. In a study conducted by Garcia, Lizcano, Ramos, and Matos (2019), the results were evaluated using the Delphi technique. The study suggests that voice searches through mobile devices and the impact of Artificial Intelligence (AI) will have long-term effects on the digital ecosystem. Furthermore, this research provides a comprehensive understanding of the necessary steps to attract and retain customers in the business marketing strategy, by analyzing their online purchasing process within the vast array of possibilities offered by digital marketing on the internet.

3.0 Need for the study

The unforeseen proliferation of COVID-19 had a profoundly negative impact on a global scale, as all official and unofficial activities were affected during the lockdown. In response, digital marketing emerged as the sole remaining medium for revitalizing the world and overcoming this coronavirus. The digital marketing medium proved to be the quickest and safest means of resuming work even amidst the lockdown.

4.0 Scope and Significance of the study

The scope of this study pertains to comprehending the concept of digital marketing and assessing the influence that the outbreak of the COVID-19 pandemic has had or continues to have on digital marketing. Additionally, the study aims to ascertain the level of awareness and preference among consumers towards digital marketing in Chitradurga district of Karnataka state.

5.0 statement of the Problem

In this context the researcher examines the impact on digital marketing during the COVID – 19 in the study area. The study entitled in 'The Impact of COVID – 19 On Digital Marketing in Chitradurga district of Karnataka: A Survey'.

6.0 Objectives of the study

- The objective of this study is to comprehensively examine and analyze the effects of the Covid-19 pandemic on the field of digital marketing.
- The aim of this analysis is to assess the various factors that have influenced consumer purchasing behavior as a result of digital marketing strategies.
- The purpose of this research is to gain a thorough understanding of the advantages and benefits that digital marketing offers during the critical period of the Covid-19 crisis.
- The primary goal of this investigation is to ascertain the expectations and preferences of consumers regarding future developments in the realm of digital marketing.

7.0 Hypothesis

7.1 Null Hypothesis(H₀): There is no significant difference between gender and the awareness of digital marketing.

7.2. Alternative hypothesis(H1): There is significant difference between gender and the awareness of digital Marketing.

8.0 Research Design

Descriptive research aims to accurately portray the participants involved in a study. In simpler terms, it focuses on describing the individuals who are part of the research. The questionnaire was divided into two sections: the first section aimed to gather general information about the customers, while the second section focused on obtaining the respondents' opinions regarding their experience with the customers. A convenience sample is one of the primary non-probability sampling methods, consisting of individuals who are easily accessible.

8.1 Limitations of the study

- This study examines the effects of the Covid-19 pandemic on digital marketing and consumer purchasing behavior.
- The research relies solely on primary data provided by the respondents, which may introduce personal bias.
- The study is limited to the geographical area of Chitradurga district of Karnataka state.

9.0 Data Analysis and Interpretation

Table 1: Gender of the respondents

Sl.no	Particular	Respondents	Percentage
1	Male	61	53.4%
2	Female	54	46.95%
	Total	115	100.0%

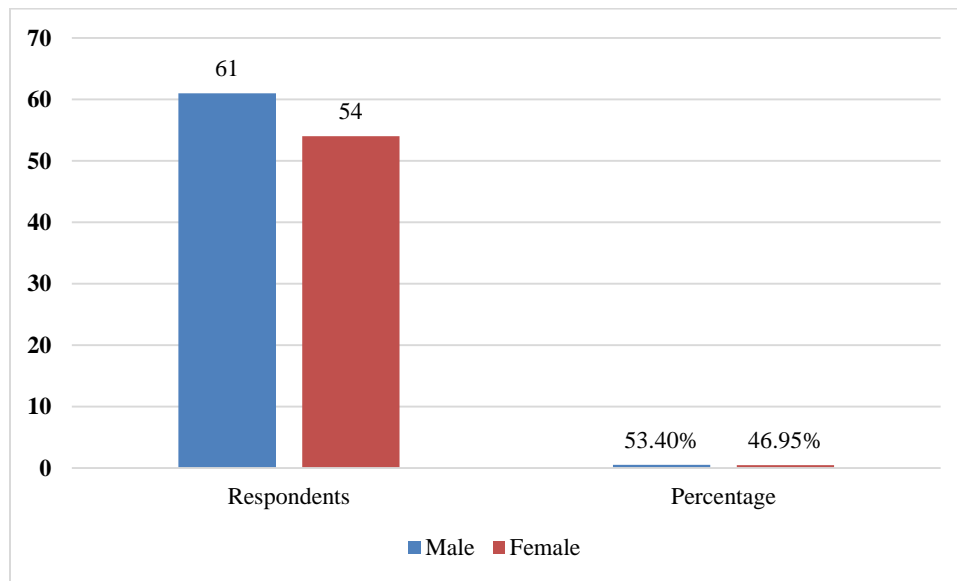


Fig. 1- Chart Title Gender of the respondents

Source: Primary data.

Chart 1: Gender of the respondents

Interpretation

From the above table it is interpreted that the number of male respondents is 53.40% and female respondent is 46.95.2%.

Inference

Majority (53.40%) of the respondents are Male.

Table 2: Respondent’s opinion on aware of digital marketing

Sl.no	Particular	Respondents	Percentage
1	Yes	69	60%
2	No	46	40%
	Total	115	100.0%

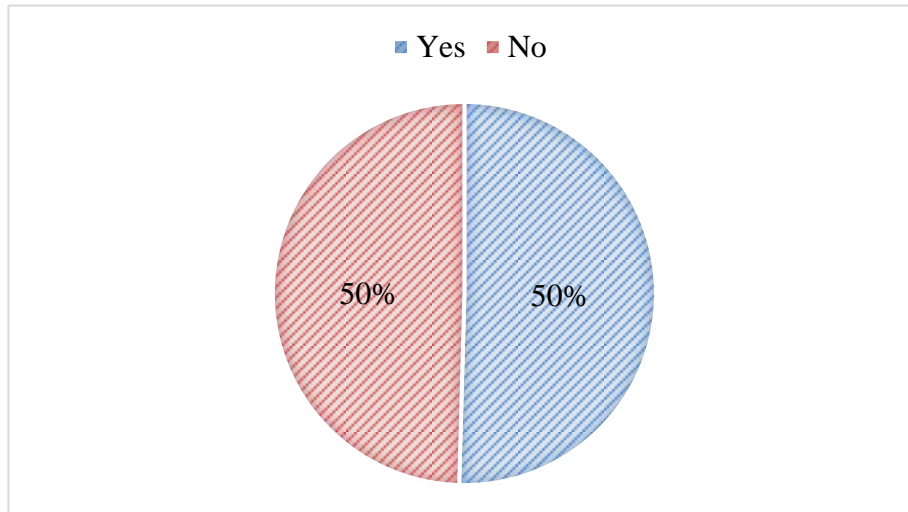


Fig. 2 Respondent’s opinion on aware of digital marketing

Source: Primary data.

Chart 2: **Respondent’s opinion on aware of digital marketing**

Interpretation

From the above table it is interpreted that the number of respondents have said yes (60%), no (40%).

Inference

Majority (60%) of the respondents have said yes.

Table 3: Usefulness of digital marketing during COVID-19

Sl.no	Particular	Respondents	Percentage
1	Yes	58	50.43%
2	No	57	49.56%
	Total	115	100.0%

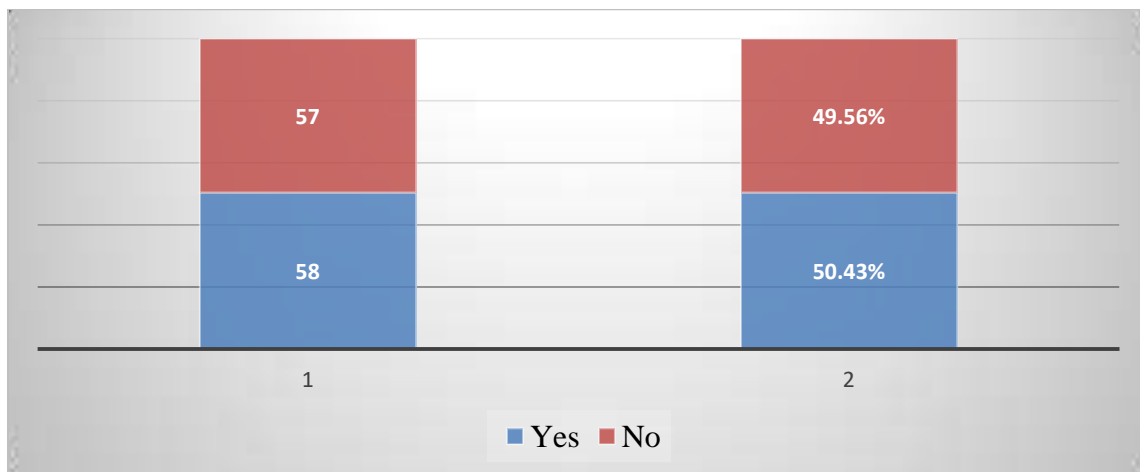


Fig. 3 : Usefulness of digital marketing during COVID-19

Source: Primary data.

Chart 3: Usefulness of digital marketing during COVID-19

Interpretation

From the above table it is interpreted that the number of respondents have said yes(50.43%) and no(49.56%)

Inference

Majority (50.43%) of the respondents have said yes.

Table 4: Information about digital marketing prospects supplies

Sl.no	Particular	Respondents	Percentage
1	Excellent	46	40%
2	Good	44	38.26%
3	Fair	25	21.73
	Total	115	100.0%

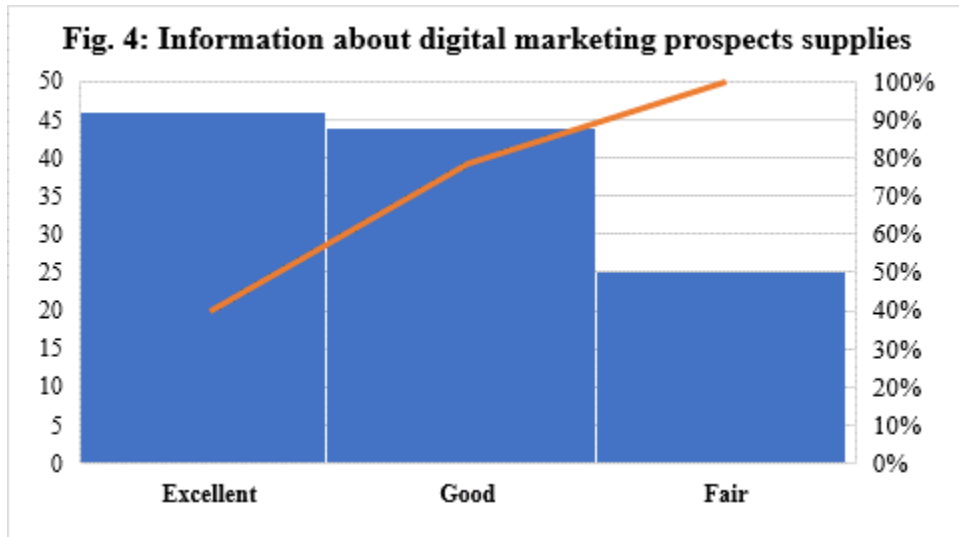


Fig.4 Information about digital marketing prospects supplies

Source: Primary data.

Chart 4: Information about digital marketing prospects supplies

Interpretation

From the above table it is interpreted that the number of respondents have said Excellent (40%), Good (38.26%), Fair (21.73%)

Inference

Majority (40%) of the respondents have said good.

Table 5: Have you purchased any goods influenced by digital marketing during this COVID-19?

Sl.no	Particular	Respondents	Percentage
1	Yes	71	61.73%
2	No	44	38.26%
	Total	115	100.0%

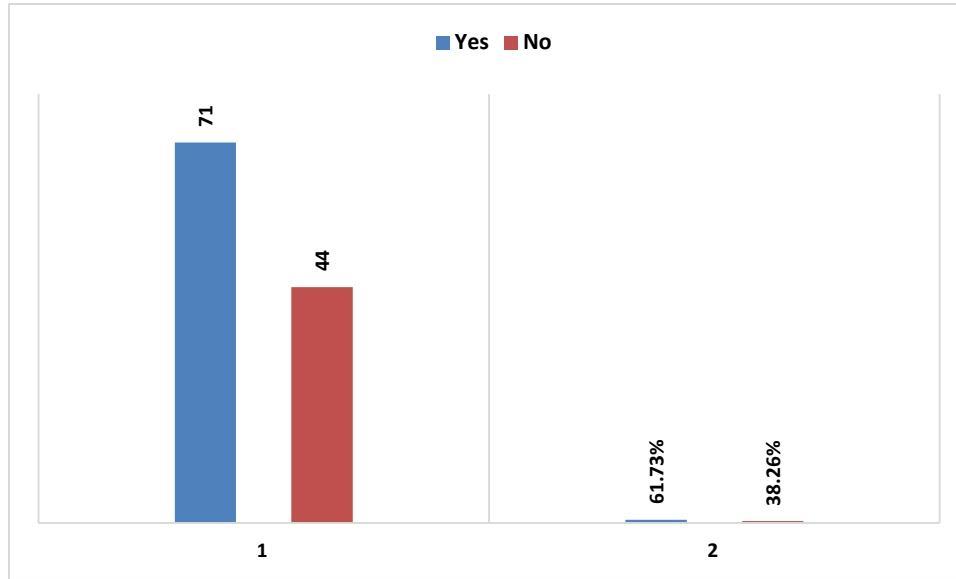


Fig. 5 Have you purchased any goods influenced by digital marketing during this COVID-19?

Source: Primary data.

Chart 5: 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 (61.73%) and no (38.26%).

Inference

Majority (61.73%) of the respondents have said yes.

Table 6: If yes, what's the approximate percentage range of change in your purchase behavior?

Sl.no	Particular	Respondents	Percentage
1	0% - 20%	16	13.91%
2	21% - 50%	11	9.56%
3	51% - 70%	62	53.91%
4	Above 70%	26	22.60%
Total		115	100.0%

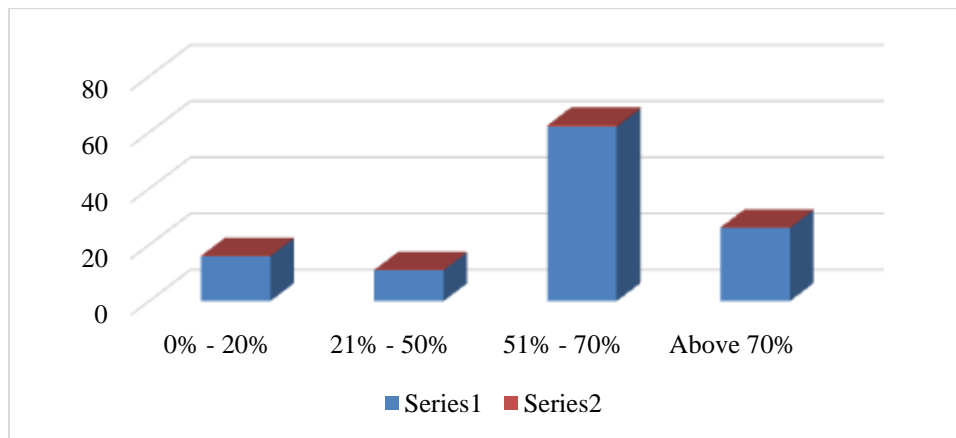


Fig. 6 : If yes, what’s the approximate percentage range of change in your purchase behavior?

Source: Primary data.

Chart 6: 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%(13.91%),

21%-50%(9.56%), 51%-70%(53.91%), Above 70%(22.60%)

Inference

Majority (53.91%) of the respondents have said 51%-70%.

Table 7: Will you continue to buy goods promoted by digital marketing even after COVID -19?

Sl.no	Particular	Respondents	Percentage
1	Yes	56	48.69%
2	No	59	51.30%
Total		115	100.0%

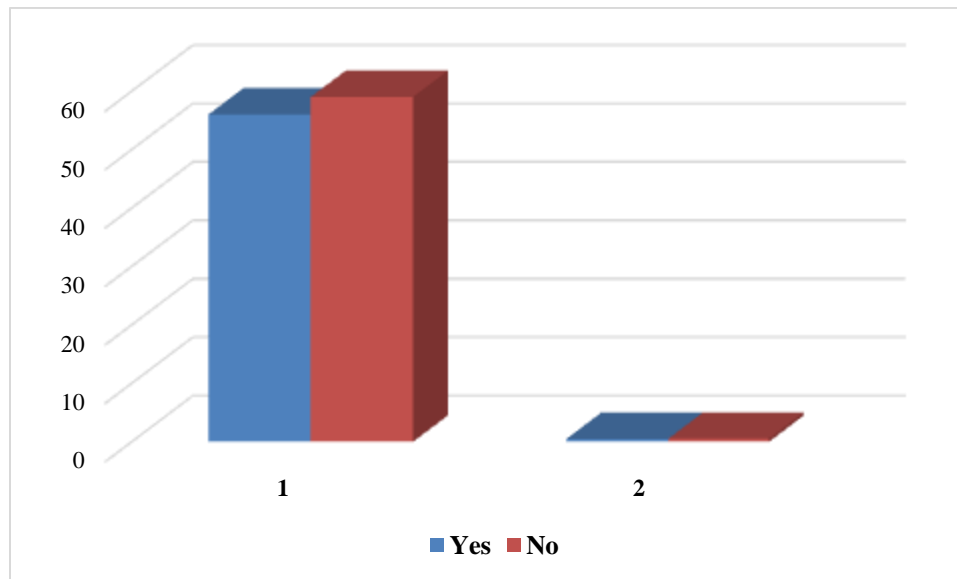


Fig. 7: Will you continue to buy goods promoted by digital marketing even after COVID -19?

Source: Primary data.

Chart 7: 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 (51.30%) of the respondents are no.

Table 8: What are your expectations towards future digital marketing?

Sl.no	Particular	Respondents	Percentage
1	Geofencing	12	10.43%
2	First party cookies	18	15.65%
3	Voice search	15	13.4%

4	Environmentally responsible	21	18.26%
5	Security as priority	16	13.91%
6	Progressive web Apps	31	26.95%
7	Diversity and Representation	2	1.73%
	Total	115	100.0%

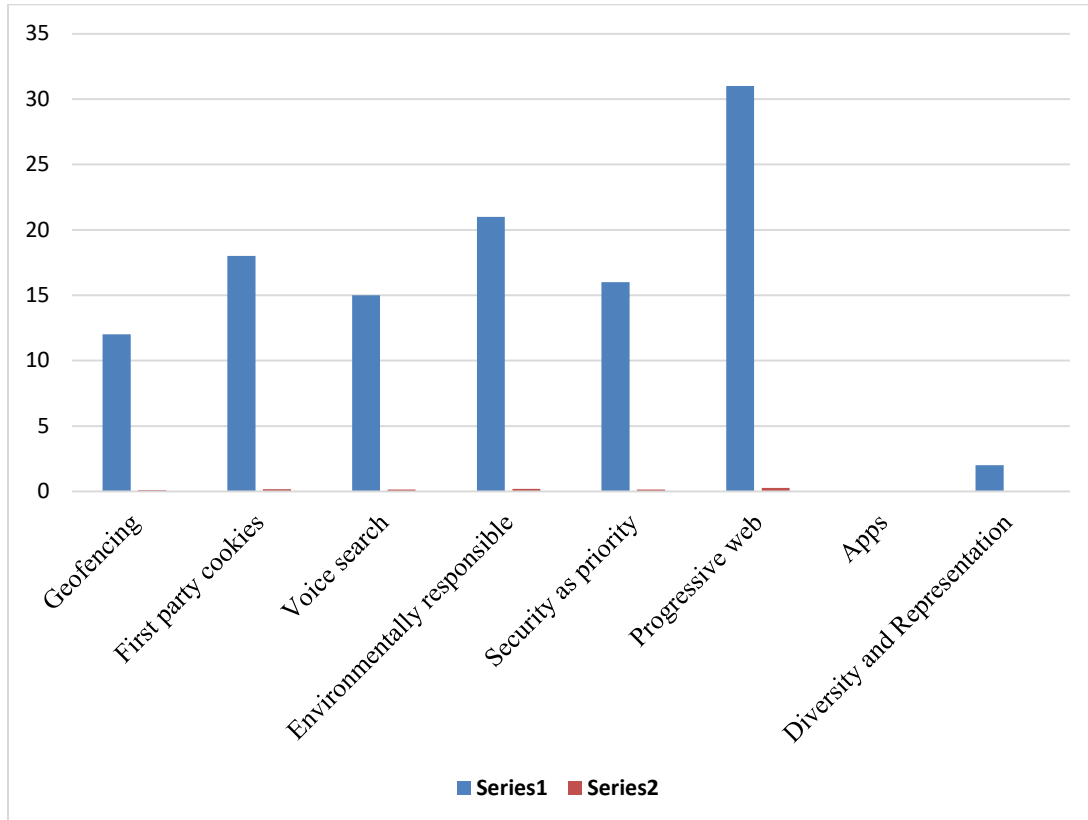


Fig. 8: What are your expectations towards future digital marketing?

Interpretation

From the above table it is interpreted that the number of respondents have said Geofencing (10.43%), First party cookies (15.65%), Voice search (13.4%), Environmentally responsible (18.26%), Security as priority (13.91%), Progressive web Apps (26.95%), Diversity and Representation (1.73%).

Inference

Majority (26.95%) of the respondents expects Progressive Web Apps.

10.0 Findings

- Majority (53.4%) of the respondents are male.
- Majority (60%) of the respondents are aware of digital marketing.
- Majority (50.43%) of the respondents have said yes, digital marketing was useful during the pandemic.
- Majority (40%) of the respondents have mentioned “excellent” for digital marketing meeting their expectations

- Majority (51.30%) of the respondents have said no for buying goods that was influenced by digital marketing during this covid-19.
- Majority (53.91%) of the respondents have said yes, that their purchasing behaviour has changed over this pandemic.
- Majority (53.91%) of the respondents have told that the approximate percentage range of change in their purchasing behaviour is 51% -70%.
- Majority (26.95%) of the respondents have given Progressive web Apps expectations towards future digital marketing.

11.0 Suggestions

Digital marketing is a broad concept that includes paid social media posts, online videos, display ads, search engine marketing, and paid social media advertisements. It is a contemporary, digital-based marketing system that is especially pertinent in the COVID-19 era, setting it apart from more conventional marketing techniques like magazine ads, billboards, and direct mail. Without placing any restrictions, the author suggests focusing on a relevant survey area that is prone to change over time. In English, a formal writing style is used.

12.0 Conclusion

In the current landscape, digital technology is at the core of all enterprises, and digital marketing has become an indispensable tool for brands and marketers to implement marketing strategies during the pandemic. While the marketing industry as a whole has been significantly impacted, the field of digital marketing has experienced a remarkable surge. The outbreak of Covid-19 has accelerated the adoption of digital marketing and paved the way for further advancements and improvements in digital marketing activities. With the advent of the pandemic, consumers worldwide have been confined to their homes for prolonged periods, resulting in a significant shift in consumer behavior. People have increasingly embraced digital technologies as a part of their daily lives, and this trend is expected to continue even beyond the pandemic. Digital marketing is also evolving to keep pace with new technological breakthroughs and changing consumer preferences, enabling businesses of all sizes to incorporate digital marketing as an essential component of their survival and growth.

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