



A Comparative Analysis of India's Development of Electronic Marketing During The Pandemic of Covid 19

Dr. A.Shaji George¹, Dr.T. Baskar², A.S. Hovan George³

¹Director, Masters IT Solutions, Chennai, Tamil Nadu, India.

²Professor, Department of Physics, Shree Sathyam College of Engineering and Technology, Sankari Taluk, Tamil Nadu, India.

³Student, Tbilisi State Medical University, Tbilisi, Georgia.

Abstract – In e-Marketing, a brand is promoted using internet-based technologies in order to increase its visibility. Direct response marketing uses technologies to connect businesses with their customers, combining indirect marketing elements with direct response marketing. Through e-marketing, goods and services are sold to customers through digital technologies. Regardless of the size and business model of traditional marketing companies, these technologies are valuable tools. It is fundamental to marketing to create strategies that deliver the right messages to the right people. Marketing online is commonly referred to as Internet marketing, e-Marketing, or digital marketing. Through the pandemic of COVID-19, the study illuminates the development of electronic marketing. A study of digital shopping factors has been conducted. According to the study, online shopping is primarily motivated by safety precautions and lockdown procedures. Other factors that may have influenced the respondents include convenience and cost-saving.

Keywords: Covid-19, online marketing, electronic media, E-marketing, Internet marketing, Digital Marketing, Pandemic.

1. INTRODUCTION

Electronic marketing is important for the organization to obtain the largest number of customers and to assist these customers with the

organization in advertising and promoting the products on the internet. More than three billion people use the internet worldwide. More companies are shifting to digital channels due to the growth in usage of social networking sites. Modern business uses e-marketing to market their products. E-marketing is a type of marketing that helps companies achieve their goals. It uses digital technologies to reach out to potential customers and promote the company's products or services. Electronic marketing combines traditional and modern marketing methods. Internet technology is electronic media that is used in modern communication (Kotler, 2017). With the evolution of modern channels, some people started to think of digital marketing as only activities that take place on smartphones, videos, emails, digital content, or websites. In fact, digital marketing is anything that happens online, such as on smartphones, videos, emails, digital content, or websites. Digital ads and search engines are the ways to reach the target audience, look at competitors and target markets, and also improve the reputation of brands and raise the level of product innovation and development.

2. THE IMPORTANCE OF INTERNET MARKETING

Following are some justifications for why any company would want to spend money on online brand promotion.

2.1 Cost-effective Internet marketing



Online marketing is less expensive than traditional forms of advertising because there are no middlemen involved. Furthermore, physical showrooms and social media or marketing content are cheap and don't require a rental property for maintenance.

2.2 Provides convenience

Online marketing enables 24 hours daily, 7 days per week services without having to worry about the store opening and closing hours. Your customers be able to browse the online store anytime, anywhere and place their orders whenever it's convenient for them.

2.3 A more positive relationship with customers

To establish relationships with customers and retain them, the internet provides a better platform. You should follow up with an email after a consumer buys a product to confirm the sale before thanking them. You can also ask potential customers to provide product reviews about the current product on your site.

2.4 Individualization

When a business constructs a profile of a customer's purchase history and preferences, internet marketing will aid it to be able to present customers with offers that are relevant to them. By tracking product information and web pages, it is possible to build targeted offers that reflect the interests of the prospects.

2.5 Enhances sales

As internet marketing offers consumers the option to buy items online rather than visiting a store or mailing an order form, sales will increase. Thus, impulsive purchases will increase, increasing revenue for businesses and providing outstanding returns.

3. THE CHALLENGES OF E-MARKETING (EM)

3.1 Integration of e-marketing

There are a number of traditional and internet marketing venues used in major marketing campaigns. Email marketing, web ads, and viral Internet marketing must be part of an integrated strategy. Nevertheless, the ability to integrate e-marketing with the other marketing initiatives is still in its infancy. Introducing new products with under-the-cap advertising or teaser campaigns has worked for some businesses. It is far too common for the Internet component of marketing strategies to be added last. It would be beneficial for us to work together on a project to evaluate the advantages (and disadvantages) of the Internet compared to other forms of communication.

3.2 An increased level of integration with social networks

The majority of customers are constantly using social networks. To achieve this goal, email needs to be integrated with sharing, liking, posting, and connecting in an instant. It's really beneficial for a brand to get exposure from dependable friends.

3.3 Soulless service (A lack of personal attention)

Business that operates online use electronic customer service methods like posting and emailing info on their website to answer possible questions. There have been times when customers felt this was just too impersonal or callous on the part of the company. In order to solve this problem, retailers need to create effective checkout processes for online product sales. Another option is to hire call handling services, so clients can speak with real people if they have questions concerning issues that require immediate attention.

3.4 Untrustworthiness

Due to identity theft, spam, aggressive advertising, and technological malfunctions, many people do not trust marketing.

3.5 Expectations of customers



It is essential for marketers to manage customer expectations in order to remain competitive in the long run in the market. A business cannot exist without customers. Due to the fact that customers are treated as kings of the market, it is imperative that you get to know them, treat them with due care and respect, and in the same manner that you want to be treated.

3.6 Dollars spent on traditional ads

People spend a significant amount of time online, compared to the amount of time top advertisers spend on the internet. And differences are incomparable. In a recent Morgan Witter analysis, it was found that traditional advertisers are key to industry's development, as they spend far less than the top seven advertisers (by addressing all four challenges described above).

4. LITERATURE REVIEW

Sharad Madhukar Dashaputre's 2011 thesis, "A study of growth of marketing on the internet in the Indian scenario," came to the conclusion that the use of the internet and mobile phones has led to growth in internet marketing. According to their study, all of the people they talked to agreed that the internet is important for the growth of online marketing and that people should be taught how to use it. They fervently believe that web marketing will ultimately replace traditional marketing.

This article gives an overview of some of the current developments in online marketing as reported by **D K Gangeshwar** (2013) in his journal "Internet marketing or E-commerce: It would be an important addition to the research and academic literature as well as a useful resource for practitioners, advertisers, and business owners. Within three to five years, India will have 30 to 70 million internet users, equal to many developing countries. E-commerce is expected to have a significant effect on the economy in the twenty-first century. The new opportunities that e-commerce will create will benefit big corporations as well as small businesses.

A study on internet marketing in India by Niharika Satinder (2015): As stated in "Online Marketing: Challenges and Opportunities," online marketing provides a greater opportunity to obtain information about customers than traditional marketing methods. As the Internet marketing industry grows and develops over the next few years, people are going to be more comfortable with online marketing and will be more inclined to buy online. The use of credit cards enabled easy online shopping.

This is in accordance with **Susanne Schwarzl** and **Monika Grabowska's** (2015) article, "Online marketing strategies: All types of marketing require a deep understanding of consumer behavior. When shopping online or in person, customers act the same way. To grab clients' attention, use a suitable method. It is impossible for a company to operate without the internet. A minimum of one online department is necessary for the web presence of the company. A company's primary objective should be to create a distinctive brand which represents the company's values and catches the attention of potential consumers as well as loyal customers.

Vladislav Yurovsky found that internet marketing has advantages and disadvantages in his study, "[Pros and Cons of Internet Marketing]." A number of benefits are provided, such as an empowering effect, removing geographical obstacles, targeting, immediate results, cost effectiveness, reaching a larger or international audience, measurable results, the ability to be customized, the ability to build relationships, and 24 hours a day, seven days a week availability. There are also some problems with Internet marketing, such as copying, too much commercial use, not being serious, a change in the product, too much competition, bad reviews, and a reliance on technology.

5. RESEARCH METHODOLOGY

OBJECTIVES OF THE STUDY

In this paper, we focus on the evolution of electronic marketing in India during the Covid 19 pandemic. In this study, social distancing is examined and its impact on electronic commerce is simplified. Additionally, this encourages the focus on acute areas and the formulation of strategies to help achieve the intended goals.

- Evaluate the current condition of online trading in e-retailing in India.
- Recognize the issues in online trading in retailing from the point of view of providers and consumers.
- Review issues and prospects on digital marketing during covid pandemic.

In addition to serving the practical and cognitive reality of the sector covered by the study, the study may also be an attempt to fill the knowledge shortage in local studies. Importance of the study can be attributed to the importance of the topic that we are addressing, which is the impact of social distancing on electronic commerce. In order to combat the threats resulting from the outbreak of Coronavirus and the use of social distancing in its dimensions (closing workstations, home quarantine) and their impact on e-commerce, this study was undertaken. As a result, organizations must seek out quick solutions, adapt quickly, and turn threats into profitable business opportunities as soon as possible.

6. STATEMENT OF THE PROBLEM

Due to the outbreak of Coronavirus and the closure of most commercial activities and social distancing measures, this comprehensive ban affected the workflow of companies, forcing them to adopt new strategies for maintaining productivity. Consumers spend a lot of time browsing electronic platforms in these times of social isolation, which prompted businesses to diversify their business models and create websites, build brands, and implement the best e-marketing strategies. Following the aforementioned concepts, the following questions can be used to create a study problem:

1. Under the circumstances of the Coronavirus, how social distancing impacts electronic commerce.
2. New trading strategies can be created as a result of social distancing.

7. DATA ANALYSIS

It will be assumed here, after defining the study problem, that a set of hypotheses may assist in finding satisfactory solutions to it, as follows:

Hypothesis: 1

H₀ :Social distance and e-marketing are not significantly associated

H₁ :E-marketing and social distance have a significant association.

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
Social distancing and e-marketing	8.523	5.193	2	Significant at 5% level

Table indicates that the calculated chi-square value is greater than the table value and significant at 5%. H₀ is therefore rejected. Hence, the hypothesis, "Social distancing and E-marketing are not associated". As a result of the analysis, it was found that there is a significant association between e-marketing and social distance.

Hypothesis: 2

H₀ : E-marketing and workplace closure have no significant association.

H₁ : A significant association exists between e-marketing and workplace closures.

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
Social distancing and e-marketing	10.215	7.123	2	Significant at 5% level

Table indicates that the calculated chi-square value is greater than the table value and significant at 5%. H₀ is therefore rejected. Hence, the hypothesis, “Social distancing and E-marketing are not associated”. As a result of the analysis, it was found that there is a significant association between e-marketing and social distance.

Hypothesis: 3

H₀ : The association between e-marketing and quarantine is not significant.

H₁ : E-marketing and quarantine are significantly associated.

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
Quarantine and e-marketing	8.235	5.504	2	Significant at 5% level

According to the table, the calculated chi-square value is greater than the table value and the result is significant at the 5% level. As a result, H₀ is rejected. The hypothesis “E-marketing and quarantine” therefore does not hold up. A significant association was found between E-marketing and quarantine based on the results of the analysis

Table 1: Genders of the respondents.

SNo	Gender	Frequency	Percentage
1	Female	31	26
2	Male	89	74

According to the results of this survey, most respondents (74%) are males, followed by 26% of females.

Table 2: Age group of respondents.

Sno	Age	Frequency	Percentage
1	Below 21 years	25	21

2	21-25 years	38	31
3	25-35 years	26	22.23
4	35- 45 years	19	16
5	Above 45 years	12	9.77

According to the survey, 31% of respondents are between the ages of 21 and 25, followed by 22.23% under 25 and 35.

Table 3: Education of respondents.

SNo	Education	Frequency	Percentage
1	School education	19	16
2	Under graduation	30	25.18
3	Post-graduation	29	24.17
4	Professional education	16	13.07
5	Others	26	21.58

Among respondents, it was found that the majority (25.18 %) were under graduates, followed by post-graduates and other qualified individuals.

Table 4: Monthly Income of respondents.

SNo	Monthly Income Rs	Frequency	Percentage
1	Below 10,000	7	5.57
2	10,001-20,000	23	19
3	20,001-30,000	40	33.75
4	30,001-40,000	17	13
5	Above 40,001	33	28.68

As a result, it is inferred that the majority of respondents (33.75%) fall under the income group of 20,001-30,000, followed by (28.68%) of respondents who earn an income above 40,001.

Table 5: Occupation of respondents.

SNo	Occupation	Frequency	Percentage
1	Student	25	21.57
2	Employee	41	33.53
3	Business	44	37.23
4	Retired	10	7.67

Based on the results, the majority (37.23%) of respondents fall into the business category, followed by (33.53%) of respondents who fall into the working category.

Table 6 : Reason for choosing online shopping.

SNo	Questions	Yes	No
1	Better method of marketing	99	21
2	Agents not involved	89	31
3	Most recent product available	85	35
4	24/7 Service accessibility & Availability	76	44

The majority of respondents say electronic marketing is the best, 24/7 Service accessibility & Availability is the main reason.

Table 7 : Online marketing opinions during the pandemic.

SNo	Questions	Agree	Strong Agree	Neutral	Disagree	Strong Disagree
1	Service available continuously	49	41	14	13	3
2	Time saving	41	37	31	4	7
3	Home deliveries of products	39	45	22	7	7
4	Secured Payment	35	49	31	2	3
5	Fast and easy process	53	35	26	4	2
6	Wide range of products	37	49	32	2	0
7	Lesser expenses	43	50	23	1	3
8	Discount & Offers	37	45	25	9	4

According to the study, the main reasons for preferring online marketing during pandemics were, quick and easy process, constant access to services, less cost, and time saving.

Table 8 : The scope of e-marketing after Covid 19.

SNo	Questions	Yes	No
1	E-marketing have a good scope	95	25
2	Will attract more clients	85	35
3	Consumer satisfaction will be improved	89	31
4	Companies would earn more profit	105	15
5	Traditional shops will get impacted	79	41

In a recent survey, most of the customers expressed their opinion that e-marketing will have a greater scope in the future; therefore, companies should give priority to the policies they want to enforce. Although digital marketing will rise in the future, brick and mortar stores will persist.

8. THE FINDINGS AND CONCLUSIONS OF THE STUDY

1. Growth and closure of e-marketing activities, as well as trust between marketer and customer, were all impacted by the Corona pandemic.

2. Since e-marketing is part of e-commerce and e-marketing requires strategies for companies to reach their consumers, e-marketing integrates regular marketing and technological development.

3. In addition to logistical problems and the lack of laws, the small size of the local market and the simple nature of the products are major obstacles to eMarketing.

4. The E-marketing industry in India has been present for some time in terms of logistical support and the financial system, but it has flourished



remarkably under the Corona pandemic during the last few years.

5. Online shopping depends heavily on social networking sites since most companies market their products through social media.

6. Due to the complete closure and quarantine resulting from the pandemic, many companies that offer merchandise and service products are marketing their products online.

7. As traditional purchases are replaced with electronic purchases; local customers respond by changing their buying patterns.

9. IMPLICATIONS OF RESEARCH

1. The 4th IR–Industrial Revolution requires the growth of the telecommunications sector, which solves numerous problems by creating a culture that meets technological advancement.

2. To keep up with commercial market changes, e-marketing is used to advance and improve groundbreaking projects.

3. To protect their customers and employees, retail and convenience stores are increasingly required to provide remote payment options.

4. A law, a financial system, and logistical support are required for e-marketing, so the government needs to adopt legislation that protects business and individual rights.

5. To keep customers satisfied and to encourage them to shop for products, companies experiencing declining sales or still encumbered by lockdown measures should offer more choices for customers.

6. Awareness of consumer rights should begin in the preliminary stages of study before university.

10. CONCLUSIONS

As internet marketing and social media advertising have improved, there are now examples of companies advertising their products and services online and taking a small share of the sales

generated. There will be a significant increase in online marketing in India over the next few years. Long-term sustainability, however, is directly affected by factors such as market shifts, innovations, and the interaction between market participants. Positive growth was fueled by the increased use of credit cards and easy access to computers. Aside from this, shoppers who are looking for a great deal are being attracted to this trend because online shops are renowned for offering products at unique discounts compared to their store-based counterparts. A well-organized, effective, and top-notch buying experience backed by the latest technology is now available to consumers across the country.

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