

THE PROGRESSION OF ELECTRONIC MARKETING IN INDIA DURING COVID 19 PANDEMIC

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ABSTRACT

E - Marketing is the process of promoting a brand using the Internet technologies. It comprises both indirect marketing elements and direct response marketing which employs wide range of technologies to aid businesses to connect with their customers. Emarketing uses digital technologies to assist selling goods or services to the customer. The technologies are a valuable tool for traditional marketing companies despite of size of the company and the business model. The fundamentals of marketing aims in creating strategies to deliver the right messages towards the right people. The terms Internet marketing, e-Marketing, digital marketing and online marketing are commonly considered to be synonymous. The study puts torch into the development of electronic marketing through the covid 19 pandemic. The factors which influence the digital shopping are considered for the study. The study resulted that lockdown procedures and safety precautions are the main reasons for online shopping. Also, it is inferred that convenience and cost saving are other factors which have influenced the respondents.

Keywords: *Covid-19, E-marketing, online marketing, online marketing, Internet marketing etc.*

1. INTRODUCTION

The significance of electronic marketing for the organization is emphasized obtain the largest number of customers and to assist these customers for the organization in advertising and promoting the products on the Internet. Additionally the number of Internet users has increased considerably and it reached above three billion users around the world. Due of the significant growth in the usage of smartphones and social networking sites, more companies are shifting to the digital channels considerably.

E-marketing is a recent and widespread marketing approaches in modern business, it has other names such as network marketing or digital marketing, and e-marketing is as significant part of the modern inclusive marketing strategy, as it is considered an vital type of marketing method to achieve the companies goals. Electronic marketing is defined as "combination of

traditional methods and modern communication methods that are applied by marketing person". The modern communication technology is the electronic media which is uses as the Internet (Kotler,2017).

With this evolutionof modern channels, some misperception began to appear in the accepting of digital marketing activity, although digital marketing includes all digital channels such as smartphones, video, e-mail, digital content and websites. Digital ads and Search engines and the usage channels to reach the target audience suitably, analyze competitors and target markets, furthermore to enhance the reputation of brands and raising the level of product innovation and development.

2. SIGNIFICANCE OF INTERNET MARKETING

Following are some of the reasons for any business to invest in online marketing for their brands.

Cost effective

Internet marketing is one of the finest cost effective ways of advertising since marketing products on the internet is less expensive comparing to physical marketing due to elimination of middlemen in online marketing. Additionally, the expense of physical showrooms and the usage of social media or marketing content to establish an online presence is modest and does not require paying for a rental property's upkeep.

Convenience

24*7 services are enabled through internet marketing without worrying about the opening and closing hours of a physical store. It's also suitable for the customers because they can browse your online store at any time and from any place worldwide and place their orders at their own convenient time.

Improved customer relationship

The internet now offers a better platform for establishing relationships with customers and increasing customer retention rates. For instance, if a consumer buys a product, the first step in building a connection is to send a follow-up email to confirm the sale before thanking the buyer. In order to foster a sense of community, you may also ask potential customers to provide product reviews about the current product on your website.

Personalization

By construction of profile of the purchase history and preference, internet marketing will assist a business to personalize offers for customers. This can be enabled by tracking the product information and web pages that help to visit, prospect and build targeted offers which reflect their interests.

Increases sales

Because it gives consumers the option to buy things online rather than physically visiting a location or mailing an order form, internet marketing will increase sales. As a result, the rate of impulsive purchases will increase, increasing business organisations' revenue and providing an outstanding return on their efforts.

3. CHALLENGES OF E- MARKETING**Marketing integration**

Major marketing campaigns use a variety of traditional and internet venues. As a part of an integrated strategy, email, web advertising, and viral Internet marketing should fulfil specific, quantifiable goals. However, integrating e-marketing with other marketing initiatives is still a budding skill. Some businesses have been successful in tying in under-the-cap advertising or teaser campaigns for the introduction of new products. But far too frequently, a marketing strategy's Internet component is added last. We should all be working on a project to evaluate the advantages (and disadvantages) of the Internet in comparison to other mediums.

Increased Integration with Social Networks:

The majority of customers use social networks virtually constantly. Email needs to be able to integrate instantly with sharing, liking, posting, and connecting. Gaining exposure and recommendations from dependable friends is really advantageous for the brand.

Impersonal service

Electronic methods provide customer service are used by businesses which are operating online, such as posting and emailing info on the website to answer possible user questions.

Customers occasionally thought this was just too impersonal or callous. To solve this issue, retailers must create effective checkout processes for online product sales.

Hiring call handling services is another option that is taken into account, allowing clients to speak with real people when they have questions concerning issues that require an immediate response.

Lack of Trust

Many people no longer trust marketing as a result of identity theft, spam, aggressive advertising, and technological malfunctions.

Customer Expectations

Managing your customer expectations is essential to marketers, to survive in long run in the market ahead of competitors. Without customers a business is not possible. Since customer is treated as a king of market, so take the time to get to know them, treat them with due care and respect, and in the same way you want to be treated as a customer.

Traditional advertising dollars

The difference between the amount of time people spend online and the amount top advertisers spend there is enormous. According to a recent Morgan Witter analysis, the key to industry's development is traditional advertisers, who spend less than top seven advertisers (mostly by addressing the four challenges above).

4. LITERATURE REVIEW

SharadMadhukarDashaputre (2011), in his thesis "A study of growth of internet marketing in Indian scenario" came to a conclusion that an increase in the use of internet and mobile has shown the increase in growth of internet marketing. Based on their study all the respondents agree that internet is mandatory for the growth of online marketing and hence people should be given awareness of internet. The majority of them fervently concur that web marketing will soon supplant traditional marketing.

The current developments in online marketing, according to D.K. Gangeshwar (2013) in his journal " Internet marketing or E-commerce: a business review from Indian Context," would be a useful addition to researchers and academicians as well as useful theory for practitioners, advertisers, and business owners. In the next three to five years India will have 30 to 70 million internet users which will equal many of the developing countries. In the twenty-first century, e-commerce is expected to be highly significant. Both huge corporations and small businesses will be able to take use of the new opportunities that e-commerce will create.

Niharika Satinder (2015), in their journal “A study on internet marketing in India: Challenges and Opportunities” says that online marketing develops a greater opportunity to get information relating to customers as compared to traditional methods of marketing. Online marketing will gain strength over the coming years and improve peoples' purchasing practises to a higher standard. The ease of internet shopping was made possible by the usage of credit cards.

According to Susanne Schwarzl and Monika Grabowska's (2015) paper, "Online marketing strategies: the future is here," understanding consumer behaviour is crucial for all kinds of marketing endeavours. Customers act in the same way whether they are shopping online or in person. A suitable method should be employed to grab clients' attention. No company activities move without internet. So it is important to have minimum one online department for the company's web presence. The main target of company must be to create a clear defined brand which represents the companies values and catch potential buyers and loyal consumers attention offline as well as online.

Vladislav Yurovsky, (2017) in his study “Pros and Cons of Internet marketing” came to a conclusion that there are advantages as well as disadvantages for internet marketing. Some of the benefits include an empowering effect, the removal of geographic obstacles, target reaching, immediate results, cost effectiveness, reaching a bigger or international audience, measurable results, the ability to be customised, the building of relationships, 24 hours/ 7 days availability. Internet marketing also has several drawbacks, such as copying, excessive use of commercials, lack of seriousness, product deviation, excessive competition, damage from unfavourable reviews, dependence on technology, and lack of trust.

5. RESEARCH METHODOLOGY

OBJECTIVES OF THE STUDY

In this paper the progression of electronic marketing in India during Covid 19 pandemic is primarily focussed. The study aims to simplify the role that social distancing plays and its impact on electronic commerce. This also provides an enticement to focus on acute areas and frame strategies to help achieve envisioned objectives.

- To evaluate the current status of online trading in e-retailing in India.
- To recognize the problems in online trading in retailing from the point of view of providers and consumers.

- To review the problems and prospects on digital marketing during covid pandemic.

The significance of the study revolves around the importance of the topic we are dealing with, which is the impact of social distancing on electronic commerce because it serves the practical and cognitive reality of the sector covered by the study, and it may also be an attempt to fill the knowledge shortage in local studies. The most prominent justification for doing this study is the need to find an appropriate strategy that enables organizations to resist the threats resulting from the outbreak of the Coronavirus and the use of social distancing in its dimensions (closing workstation, home quarantine) and its effect on e-commerce, so it has become imperative for organizations to search for solutions. Quick, quick adaptation and ability to turn threats into profitable opportunities.

6. STATEMENT OF THE PROBLEM

As a consequence of the outbreak of the Coronavirus and the associated closure of most commercial activities, and the use of social distancing measures, this comprehensive ban affected the workflow of companies, which led them to accept new strategies to maintain a steady level of performance. In these times of social isolation, consumers spend a lot of time browsing and using electronic platforms, which prompted businesses to diversify their business models and concentrate on building their brands, creating their websites, and implementing the finest e-marketing plan possible. The following questions can be used to distil the study problem from the aforementioned concepts:

1. The impact of social distancing on electronic commerce underneath the circumstances of the Coronavirus.
2. Contribution of social distancing to create new trading strategies.

7. DATA ANALYSIS

Hypothesis Testing

After defining the study problem, a set of hypotheses will be assumed here that may help later in finding satisfactory solutions to the problem, as follows:

Hypothesis: 1

H_0 : There is no significant association between e-marketing and social distancing.

H_1 : There is a significant association between e-marketing and social distancing.

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
E-marketing and social distancing	8.521	5.191	2	Significant at 5% level

It is inferred from table that the calculated chi-square value is greater than the table value and the result is significant at 5% level. Therefore H_0 is rejected. Hence, the hypothesis, “Social distancing and E-marketing are not associated” . From the analysis, it is found that there is a significant association between the e-marketing and social distancing

Hypothesis: 2

H_0 : There is no significant association between e-marketing and closure of workplaces.

H_1 : There is a significant association between e-marketing and closure of workplaces.

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
E-marketing and social distancing	10.213	7.121	2	Significant at 5% level

It is inferred from table that the calculated chi-square value is greater than the table value and the result is significant at 5% level. Therefore H_0 is rejected. Hence, the hypothesis, “Social distancing and E-marketing are not associated”. From the analysis, it is found that there is a significant association between E-marketing and social distancing.

Hypothesis: 3

H_0 : There is no significant association between e-marketing and quarantine.

H_1 : There is a significant association between e-marketing and quarantine.

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
E-marketing and quarantine	8.233	5.501	2	Significant at 5% level

It is interpreted from table that the calculated chi-square value is greater than the table value and the result is significant at 5% level. Therefore H_0 is rejected. Hence, the hypothesis, “E-marketing and quarantine” does not hold well. From the analysis, it is found that there is a significant association between E-marketing and quarantine.

Table 1 :Showing gender of respondents

S.no	Gender	Frequency	Percentage
1	Male	86	72
2	Female	34	28

It is inferred that majority of respondents are male (72%) followed by female (28%).

Table 2 :Showing Age group of respondents

S.no	Age	Frequency	Percentage
1	Below 21 years	24	20
2	21-25 years	36	30
3	25-35 years	28	23.33
4	35- 45 years	18	15
5	Above 45 years	14	11.66

It is observed that majority of respondents (30%) fall under the age group of 21-25 years, followed by 23.33% of respondents under 25-35 years.

Table 3 :Showing Education of respondents

S.no	Education	Frequency	Percentage
1	School education	18	15
2	Under graduation	29	24.16
3	Post-graduation	28	23.33
4	Professional education	17	14.16
5	Others	28	23.33

It is observed that majority (24.16 %) of respondents are Under graduates followed by Post-graduates and Other qualified persons.

Table 4 :Showing Monthly Income of respondents

S.no	Monthly Income	Frequency	Percentage
1	BelowRs.10000	8	6.67
2	10001-20000	24	20.00
3	20001-30000	38	31.67
4	30001-40000	18	15.00
5	Above 40001	32	26.67

It is inferred that majority (31.67 %) of respondents fall under the age group of 20001-30000 followed by (26.67 %) of respondents earn an income of above 40001.

Table 5 :Showing Occupation of respondents

S.no	Occupation	Frequency	Percentage
1	Student	26	21.67
2	Employee	40	33.33
3	Business	46	38.33
4	Retired	8	6.67

It is inferred that majority (38.33) of respondents belong to Business class followed by (33.33) of respondents are working category.

Table 6: Reason for preferring online shopping

S.no	Questions	Yes	No
1	Best method of marketing	98	22
2	Brokers not involved	88	32
3	Latest product available	86	34
4	24/7 availability	74	46

It is witnessed that majority of respondents state the electronic marketing is the best technique, 24/7 service availability is main reason for preferring the same.

Table 7 Opinion towards online marketing during pandemic

S.no	Questions	Agree	Strong Agree	Neutral	Disagree	Strong Disagree
1	Service is available all the time	45	38	18	15	4
2	Save the time	40	36	32	4	8
3	Home delivery of products	38	44	22	8	8

4	Secure Payment	34	48	32	2	4
5	Quick and easy process	52	34	28	4	2
6	Wide variety of products	36	48	34	2	0
7	Lesser cost	42	49	24	1	4
8	Offers &Discount	36	42	29	8	5

It is observed that the major reason for preferring online marketing during pandemic are viz., Quick and easy process, Service is available all the time, Lesser cost, Save the time etc.

Table 8: Scope of e-marketing after Covid 19

S.no	Questions	Yes	No
1	E-marketing have a good scope	94	26
2	Will attract more customers	82	38
3	Customer satisfaction will be improved	88	32
4	Companies will gain more profit	102	18
5	Traditional stores will get affected	74	46

Majority of customers have expressed their opinion that E-marketing will have a better scope in future; the companies must give emphasis to their priorities. Even though digital marketing elevate in future; the traditional brick and mortar stores will survive.

8. FINDINGS AND CONCLUSION

1. The Corona pandemic's effects on e-marketing activity growth and closure, as well as the trust between the marketer and the customer, all contributed to the success of this change in the marketing approach.

2. E-marketing focuses on integrating regular marketing and technological development, as e-marketing is part of e-commerce, and e-marketing requires strategies for companies to reach the consumer.
3. There are major obstacles to emarketing in the small size of the market and that the local market's products are simple, in addition to logistical problems and the lack of law.
4. E-marketing 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.
5. There is an importance for social networking sites in e-shopping, as most companies today use social media to market their products online.
6. Many companies that offer merchandise and service products have resorted to marketing their products online due to the complete closure and quarantine due to the pandemic.
7. The local customer responds to the change in his purchasing patterns from traditional purchase to electronic purchase.

9. RESEARCH IMPLICATIONS

1. Utilising e-marketing to advance and improve ground-breaking projects in order to keep up with current changes in commercial markets.
2. Creating a culture that meets the technological development, and that the Fourth Industrial Revolution requires the development in the telecommunications sector, which solves many problems.
3. E-marketing requires a law, a financial system, and logistical support, and thus necessitates the adoption by the government of legislation that ensures the rights of individuals and businesses.
4. The importance of creating awareness of consumer rights at an early stage before university in the initial study stages.
5. Companies that are facing declining sales, or that are still bound by lockdown measures, should expand the choices for customers to keep them satisfied and encourage them to shop for products.

6. Retail and convenience stores are increasingly required to offer remote payment options to protect their customers and employees and minimize contact as possible.

10. CONCLUSION

Since internet marketing and social media advertising have gotten better, there are now examples of companies who advertise their goods and services online and take a small part of any sales that could result. Online marketing in India will grow much more over the coming years. However, factors including market shifts, innovations, and market participants' interaction directly affect long-term sustainability. Increasing use of credit cards and easy access to computers led to a positive growth. In addition, shoppers looking for a deal are embracing this trend because online shops are recognised for offering products at unique discounts compared to store-based retailers. Customers in the nation may now genuinely anticipate a well-organized, effective, and top-notch buying experience backed by the best technology.

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