

## **An Inquisitive Study of Consumer Perception about Digital Marketing Platforms in the Post Pandemic India**

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### **Abstract**

After the COVID-19 pandemic hits the world, the way to pursue business has changed, giving business entrepreneurs different opportunities to explore real and honest marketing strategies that only improve business but help address environmental issues. This paper provides the results of a preliminary investigation on the consumer perception of digital marketing after covid. The study also determines how the epidemic might alter customers' ethical decision-making in the coming years. This study talks about how digital marketing might aid customers throughout the epidemic and how people respond to digital marketing after covid. The study uses a survey method for gathering data using a questionnaire. A total of 500 registered customers from the Indian region are considered the survey respondents. The pandemic effect is such that consumers and buyers were attracted to "bargains, anti-crisis deals, tailored digital communication, and company empathy" during and after the pandemic. It can be concluded from the study that consumers' perception towards digital marketing is trustworthy even after covid-19.

**Keywords:** Digital marketing (DM), online shopping (OS), customers, perceptions, Post Covid-19.

### **Introduction**

Covid-19 and its phases are continuously disrupting human life and their daily routines. The post-Covid-19 era is the time when people are already being attracted by digital platforms wisely. Here comes digital marketing, which also takes its major step in the lockdown period. People during the covid period depended on online products, and businesses all over India started their marketing approach using digital platforms. Thus, digital marketing takes its place in a new and advanced way, attracting consumers all over India. Now, after the lockdown, people also started shopping from offline stores. The current study investigates people's perception of DM after Covid-19.

Taleb pointed out in his study that human shock against the pandemic is reversible. There are several factors responsible for it. However, the most prominent one is the "conspiracy theorists'" vague claim: that the pandemic was inevitable, unavoidable, and destined. These are like excuses and dystopian thinking. The impact of Covid-19 on the global economy is unprecedented. A turning point in the history of contemporary marketing is undeniable. It affects CSR, consumer ethics, and marketing philosophy. Its short-term impacts are apparent even amid global curfews and societal chasms. As a result, the Covid-19 pandemic is unquestionably a watershed moment in the history of modern marketing, with consequences for "corporate social responsibility (CSR)", consumer ethics, and basic marketing philosophy. Despite the large-scale international lockdowns and social gaps, Covid-19's temporary effects are felt quickly and easily.

*Market base concept*

The wide-ranging effects on marketing techniques of the Covid 19 epidemic are enormous and deep. Much of what happens in the world is influenced by the ideas, beliefs, and concepts we hold dear as psychologists.

It is difficult to forecast much of this transformation, but there may be a significant effect on important strategies of marketing promotion ideas. "Marketing" is based on the idea and method called marketing strategy that tries to better define and address the needs and preferences of target audiences than rivals. [8] Reforms in corporate marketing definitions that strike a balance between temporary client needs and long-term societal well-being have been pushed for by more educated, progressive voices and organizations. [7] & [8] Consumers, communities, and organizations will undoubtedly reevaluate these ideals and aspirations in the aftermath of Covid-19. Long-termism was the primary preoccupation of economists, theorists, and advertising, while "real-world" constraints restricted politicians, businesses, and managers from addressing more immediate and pressing challenges. Longer-term, more ethereal aspirations have been pushed aside in this context in favor of ultimate and short-term goals. [2] Can a pandemic deliver enough shock to challenge marketing directors' and researchers' firms, as well as their own fundamental tactics and philosophies? For now, it's impossible to predict whether or whether those working in socially marginalised shut-down industries will have enough opportunity to reflect on the importance and value of their lives and businesses as death rates climb.

The marketing macro climate has shifted dramatically, with permanent implications. The international economy has taken a hit. These activities have reduced severity measures' effectiveness, shut down whole marketplaces, forced enterprises to shift nearly completely online, and profoundly changed consumer buying habits. Before the locks, food stores experienced unrivaled sales, while internet entertainment and networking businesses saw tremendous demand. Some industries, like construction and the automobile, have been severely impacted, and "demand and supply" might vary for several years. Practically every nation has experienced significant changes in political philosophy that, among other things, have greatly broadened the once-popular ideals of free movement and the market economy. With long-term effects on nations, regions, and the global economy, the state has assumed control of several sectors in many countries.

*Digital marketing*

Telecommunications, the Internet, and mobile technologies are used to revolutionize customer, supplier, and channel partner interactions. [3] [13] While digitalization is a huge trend, client companies are slow to adopt it, according to the "World Bank's Global Development Report on Digital Dividends." Inadequate digital advancements and abilities, as well as uncertain digital efficiency gains, are the drawbacks of digitization. [9] and processes of transformation in organizational and international commerce (IB); digitalization generates "new sources of value through the partnership" ability process and service complementarity that "organizations, suppliers, and customers" gain through reconfiguring services. Companies should approach digitization as an ecosystem rather than a "linear value chain," according to Weill and Woerner [12].

Nowadays companies are leaving no stone unturned to influence consumer perception. Promotional messages and advertisement can pop up from anywhere while listening to musing on YouTube or watching movie on prime or Netflix. For e.g. nowadays Amazon Monsoon sale or independent day sale will be flooded everywhere on social media sites. WordPress, YouTube, and Twitch Amazon Influencers drive Amazon sales most effectively. Once on Amazon, Amazon Live Influencers are excellent at converting customers. There are currently 5,7 billion users of mobile devices throughout the globe. TV ratings, advertising campaigns, mobile purchasing, and more have all been affected by this shift in media consumption. Mobile audio streaming and mobile video usage are on the increase. It is anticipated that more than a hundred million people in the United States will view online videos on their mobile phones. As of the end of 2013, the percentage of mobile Internet users around the globe reached 73.4 percent. In

2017, more than ninety percent of Internet users will access online information through their mobile devices. Social media platform like “Facebook” is more inclusive and effective in advertising and marketing than “Twitter”. As of May 2015, 93% of corporate marketers utilize “Facebook” for brand promotion. 84 percent of "engagement" or clicks and likes extending back to “Facebook” advertising, according to a 2011 research. By 2014, Facebook has limited the content that company and brand pages may publish. Facebook algorithm modifications have lowered the audience for free company pages up to 500,000 "Likes", which is 16 percent to 2 percent.

Amazon, for example, is a network of suppliers and distributors that links and relies on one another. Customers can utilize the Amazon supply or direct seller stock to compare, compare, and use. Amazon merchants can access brand feedback, customer analytics, and market knowledge. [12]

The objectives of the research are: -

- To study DM in India after covid-19
- To investigate the consumer perception towards digital marketing after Covid-19

### Research Methodology

#### *Design of study*

The study is based on survey method and a “quantitative method” is utilised to interpret the outcomes of study. The survey was taken online about the perception of consumers on digital marketing after Covid-19 era.

#### *Sampling*

In this study, a survey is conducted on consumers of Indian region. A total of 500 registered customers is considered for the survey. The study is based on the consumer perception on digital marketing after covid, for which the best responses can be get from the consumers around this region. “Likert scale” allows participants to respond to specific queries and convey their feedback. Snowball sampling was used as the sample method.

#### *Data collection and analysis*

Primary and secondary data are collected for this study to understand the real perception of the consumers. Primary data is collected through an online survey conducted on the customers. The secondary data is mostly gathered through previous studies and articles relevant to this topic. The analysis of the data is done using the quantitative method. “ANOVA, independent sample t-test, and regression” were utilized in the descriptive analysis. The remaining was presented using “pie charts” to indicate customers' impressions of their purchasing behavior.

### Results

From diverse regions, 500 absolute and open responses were gathered.

Variable	Total no. of responses	Percentage
Gender- M/F		
M	174	33.20
F	326	66.80
Age		
20-30 yrs.	322	66
31-40 yrs.	168	32
41-50 yrs.	7	1.6

> 50 years	3	0.40
Occupation		
Pupil	310	60.00
Employed	120	26.00
Others	35	7
Govt. worker	35	7

Table 1: Demographics

*Demographic details*

- The number of women respondents was more than the number of men respondents.
- The majority of the responders were between 20-30 years of age.
- The vast majority of those who responded were students.

Variable	Total responses	Mean	F	Sig.	Result
Gender-M/F					
M	174	3.985	1.714	0.128	Sig.
F	326	3.465			
Age					
20-30 yrs.	322	2.993	3.823	0.008	Not sig.
31-40 yrs.	168	3.458			
41-50 yrs.	7	3.214			
>50 yrs.	3	2.313			
Occupation					
Student	310	2.956	2.623	0	Not sig.
Employed	120	3.008			
Others	35	2.928			
Govt. employee	35	2.832			

Table 2: ANOVA test for Attraction toward offers

- The result shows the considerable variance in Attraction to men's offers versus women's offers. At the time of the epidemic, women were attracted to offers on numerous digital platforms, as evidenced by the mean value (MV).
- There is no considerable difference in the age category of customers drawn to deals.
- Consumers between the 20-30 ages were drawn to deals on various digital platforms during the epidemic, according to the MV.
- There is no noticeable difference between consumers' Attraction to offers and their occupation. At the time of the epidemic, deals on numerous digital channels drew the attention of student consumers.

Variable	Total responses	Mean	F	Sig.	Result
Gender					
Male	174	3.985	2.985	0.001	Not Sig.
Female	326	3.465			
Age					
20-30 yrs.	322	2.993	2.545	0.008	Not sig.
31-40 yrs.	168	3.458			
41-50 yrs.	7	3.214			
>50 yrs.	3	2.313			
Occupation					

Student	310	2.956	2.767	0.027	Sig.
Employed	120	3.008			
Others	35	2.928			
Govt. employee	35	2.832			

Table 3: “ANOVA test” to study the effect on “anti-crisis deals”

- Anti-crisis offers are offered to customers when the nation is experiencing a crisis, such as super saver discounts on supermarket items.
- The result shows that anti-crisis deals for guys differ significantly from those for females. Females are more drawn to anti-crisis offers, as evidenced by the mean value.
- There is a considerable variation in “anti-crisis deals” and consumer age groups. According to the mean value, customers in the 30-40 age bracket are more likely to be drawn to anti-crisis bargains.
- • "anti-crisis deals" and the occupation of consumers are two quite different things, which is an important difference. Customers still had jobs and were more likely to take advantage of crisis-era sales.

Variable	Total responses	Mean	F	Sig.	Result
Gender-M/F					
M	174	3.215	3.767	0	Sig.
F	326	3.545			
Age					
20-30 years	322	2.505	3.311	0.047	Sig.
31-40 years	168	3.985			
41-50 years	7	3.113			
Above 50 years	3	2.096			
Occupation					
Student	310	2.956	3.989	0.003	Sig.
Employed	120	3.008			
Others	35	2.928			
Govt. employee	35	2.832			

Table 4: ANOVA test on personalized digital communications

- The results show a significant correlation between “Personalized Digital Communications” (PDC) and consumer gender. According to the mean value, males are more attracted to Personalized Digital Communications than females.
- The age group of consumers and Personalized Digital Communications differ significantly. According to the mean value, customers in the 30-40 age range are more likely to be drawn to Personalized Digital Communications.
- Personalized Digital Communications and consumer occupations are vastly different. Personalized Digital Communications is appealing to employed customers.

Variable	Total responses	Mean	F	Sig.	Result
Gender					
Male	174	3.215	3.767	0.044	Sig.
Female	326	3.545			
Age					
20-30 yrs.	322	2.505	3.311	0.047	Sig.
31-40 yrs.	168	3.985			
41-50 yrs.	7	3.113			

>50 yrs.	3	2.096			
Occupation					
Student	310	2.956	3.989	0.127	Not Sig.
Employed	120	3.008			
Others	35	2.928			
Govt. employee	35	2.832			

Table 5: ANOVA result for the impact of Empathy

- The outcomes reveal a considerable gap between digital marketing empathy and customer gender. Females are drawn to messages of empathy, as evidenced by the mean value.
- Empathy and the age group of the consumers differ significantly. Customers in the 30-40 age range are more likely to respond to messages of empathy, according to the mean value.
- There is no discernible distinction between empathy and the consumers' profession. Empathy messages drew the attention of the hired customers.

*Regression analysis*

S. No.	Independent variable	Dependent variable	Co-efficient	Sig.	Result
1	offers Attraction	Customer behavior	00.514	0	Sig.
2	Anti-crisis deals		00.043	0.033	Sig.
3	PDC		00.347	0.003	Sig.
4	Empathy		00.323	0	Sig.

Table 6: Results of regression test

- The table above illustrates that there is a considerable gap between consumer preference and attractiveness to offers. This could be because people are unable to attend stores where sales and offers are generally offered during the pandemic. They've been receiving many offers through various DM platforms, and they've been drawn to these.
- A considerable discrepancy exists between the “anti-crisis bargains” and customers’ preferences; this could be because customers are experiencing such a pandemic and are stressed out as a result. When they see “anti-crisis deals,” they are attracted to them and buy them.
- The above chart illustrates that tailored digital communication has a major effect on customer preference. This is because when consumers receive individualized communications from companies during stressful times, they are more likely to become loyal to that brand.
- There is a distinction to be made between empathy and customer preference. Customers prefer businesses to express empathy for them; businesses should attend to their consumers and respond to their needs and demands appropriately throughout the epidemic.

*Exploratory Factor Analysis (EFA)*

Factor analysis is mostly used to quantify and comprehend outcomes. The EFA was carried out using a large number of variables and the “Principal Component Analysis (PCA)” with “varimax rotation for data reduction.” Within a single element, the EFA identifies clusters of highly connected things. The number of items was determined by using an own value greater than one and a commonality greater than 0.5. A set of important factors, known as "parts" or "dimensions," can characterize the relationship between distinct variables. An EFA was employed since doing so would make it simpler to establish the initial variables using a less number of variables or parameters. In the following segment, the “load factor for each vector” is presented. For psychometric purposes, a factor loading of 0.3 or greater is acceptable. On the basis of the loading factor values, 20 goods were chosen.

*Reliability test*

The constructions' internal consistency, or the inter-relationship between the pieces that make up the scale, was tested by calculating reliability. [14] “Cronbach's Alpha” is the most widely common method for calculating the design's internal correctness and yielding a numerical reliability coefficient. [15] A reliability rating of greater than 0.70 is considered optimum for calculating accuracy. “Cronbach's alpha” was used to estimate reliability estimates for each construct and the entire scale, and both values were found to be greater than 0.80, indicating that the scale is extremely reliable.

Factors	Cronbach alpha	Value of overall Cronbach alpha
Attraction to the offers	0.877	0.806
Anti-crisis deals	0.760	
Personalized digital communications	0.903	
Empathy	0.767	

Table 7: Cronbach Alpha Value

*Confirmatory Factor Analysis (CFA) Measurement Model*

Working with a competitor has a competitive advantage. [16] [17] This necessitates the ability to set the company apart from its competitors, which is the outcome of unique policy decisions. [18] As the main rival in price/cost - efficiency, delivery, and usability, scientific literature was extensive. [19] [20] [23] Nonetheless, recent research has established profitability as a long-term competitive aim.

Fit Index	Recommended Value	Value
Chi-square value (df)	<03.10	02.14
GFI	>0.81	1.22
AGFA	>0.81	1.06
RMS	<0.08	0.06
CFI	>0.81	1.96
RMR	<0.01	0.178

Table 8: CFA outcomes

**Conclusion**

The study concludes that people or consumers are responsive towards digital marketing even after covid despite gender, age, and professional facts. People who responded to the survey conducted for this study are from the Indian region, and their responses show that digital marketing is the most successful approach of marketing that attracts them to the products. The findings conclude that companies are also investing in digital marketing to gain a large consumer population, which has a significant role in digital platforms. The study concludes that people aged 20 to 30 are mostly drawn to offers on several digital platforms. Anti-crisis offers are the most preferred for consumers at the time of national crisis due to lockdown. People tend to grab the offers who aged from 30 to 40 years, and people who are employed are mostly shown interest in these deals. From the study's outcomes, it can be concluded that people who engaged with online

marketing in digital platforms at the time of Covid also showed their interest in digital marketing after Covid-19.

Brands are paying closer attention to their customers and using social and consumer data to identify new wants and customize their offerings. To fulfill consumer needs, grocery retailers worldwide are revamping their business models. Most businesses have given crisis-related services to their consumers, indicating genuine concern for the challenges they face. Both retail businesses and academic institutions can benefit from this research. Retailers will be able to learn, with the assistance of this poll, what kinds of items customers demand and what they predict brands would do in the event of an epidemic. Academics may use it to develop further research once the pandemic is over and to evaluate how the virus affects individuals both during and after the outbreak of the disease.

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