

# Digital Marketing and Youth during covid-19 pandemic: A Case Study on Aizawl District

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## 1.1 Introduction

At no point in human history was the populace so aware of the economic consequences of a pandemic. Initially, the reaction to the Covid-19 outbreak ranged from sheer panic to brands scurrying to make what they could before the apparent and inevitable shutdown. India recorded a staggering 120 million regular online shoppers in 2018, and with a CAGR of 28 percent, the online shoppers are expected to reach over 200 million by 2025. But while the Covid-19 situation has turned out to be an unmitigated disaster for many businesses, hundreds of others have taken the consequences in their stride. Industries were already establishing their presence online before the pandemic hit. Now, with a nearly 100 percent increase in online sales in India, businesses and entrepreneurs realize that the shift might be more formidable and long-term than they ever thought.

The rise of a digital planet the future is now, and it is digital. More and more people are shopping for everyday needs and luxury items online. From groceries to sanitisers and from clothes to washing machines, the need to physically visit a store to shop continues to fade. And, as the behaviour of the consumer changes, with it, changes the traditional marketing trends.

Considering that, here are the emerging trends that one can expect to see in digital marketing. Internet access is main-stream. It has intensified the use of mobile phones, computers, and laptops leading to a high change in the growth of digital channels both in strength and volume. Be it social media, surfing for information on Google or making purchases, India has transformed this medium into a full-fledged market. And this market has flourished into creating Digital Marketing as a prime source of bringing business through the internet!

## 1.2 Digital Marketing Industry in India

India is the world's 3rd largest internet population. After the proliferation of Internet, Marketing strategy has taken an off root to reach out to the public. The tremendous growth that digital marketing has shown cannot be match up with any other strategy.

The earliest examples of online connectivity were demonstrated with the introduction of Michael Aldrich online shopping system. In the following years, the Thomson Holidays UK was launched, and then came the IndiaMART B2B in 1996. It was ultimately in 2007 that the launch of Flipkart, an e-commerce

marketing website changed the structure of marketing in India. What followed was a rise in the number of people picking up mobile phones, online shopping, at-home delivery, and internet marketing as a means to popularize the brands. And over the years the Digital Marketing Industry has prospered into bringing a large percent of business online with its promising ability to create a global network and flourish even the small businesses internationally.

According to the International Journal of Advanced Research Foundation, India is undergoing a golden period of digital marketing growth ever since 2013 and the trend continues till 2020 at least.

### **1.3 Digital Marketing in Mizoram**

As Covid-19 has spent the greater part since last year on a world-wide tour, the impacts on the global economy have been widely felt. While many industries have already made commendable come-backs from the crippling impacts of the first couple months of the global public health crisis, there have been longer lasting – potentially permanent – shifts to how we market brands, interact with customers, and conduct business. In the State of Mizoram, many of the youth are start practicing digital marketing to generate income for themselves and their family since last year. Most of them are using social media like Instagram, Whatsapp, facebook etc. to display their products to the customers. This present study focuses on the digital marketers among youth in the city of Aizawl only.

### **1.4 Review of Literature**

### **1.5 Methodology**

The present study is based on primary data; and secondary data. The primary data was collected through digital questionnaires among the 50 selected respondents. The sample was selected through simple random sampling method. The secondary data was collected from research papers and articles published by the scholars.

### **1.6 Objective of study**

The present study has the following objectives

1. To highlight digital marketing in India during pandemic
2. To analyze the performance of digital marketing and youth
3. To highlight the problems faced by the selected respondents in digital marketing
4. To give some suggestions to the selected respondents

### **1.7 Result and Discussion**

Mizo youth are plugged into social media better than anyone. It empowers them, gives them access to online communities, and promotes accountability through public-displayed reviews. Mizo youth on social media

want user-generated content and interactive content like polls, quizzes, chats, and conversation. This is what to optimize for. Think of ways to include interactivity in this present study. Digital marketing demands tech-savvy youngsters who can easily absorb new technology. Basic knowledge of web design, social media and web-related software is requisite. It also calls for a creative streak, analytical bent, good communication skills and willingness to spend long hours glued to the web. The work is demanding as it delivers real-time results and is measurable with more ease and accuracy.

### 1.7.1 Gender wise- Age-group of the Respondents

Tables 1 show the attributes of the respondents. They are 9 males and 41 females aged selected in this present study. In terms of age groups, the respondents aged there is no male respondents from 15 to 20 years of age group among the selected respondents while 5 females are participated in digital marketing. There are only 2 male in between 20 to 25 years of age while 15 females and 4 male and 18 females in the age group of 25 to 30 are actively participate in digital marketing during the pandemic in the state of Mizoram especially in the city of Aizawl. Very interestingly there are 3 male and female above 30 year of age are participate in digital marketing in the selected area during the pandemic.

**Table 1: Gender and Age-group of the Respondents**

Age Group	Gender		Total
	Male	Female	
15-20	0	5	5
20-25	2	15	17
25-30	4	18	22
30 Above	3	3	6
<b>Total</b>	<b>9</b>	<b>41</b>	<b>50</b>

**Source:** *Primary Data*

From the above table it can be observed that among the 50 selected sample respondents, 41 females are actively participated in digital marketing to generate income and contribute family income during the pandemic while only 9 males are participated in digital marketing in the district of Aizawl.

### 1.7.2 Qualification of the Respondents

For an employer, **job** requirements are a way of preselecting potential candidates. They are used to communicate the employer's expectations from **job** seekers. By laying out clearly defined job requirements, employers can attract the right type of candidates. In the field of self-employed and entrepreneurs instead of qualification, hardworking and innovative thinking are more important than qualification. The following table highlights the qualification of selected young participant in digital marketing in the district of Aizawl, Mizoram.

**Table 2: Qualification of the Respondents**

Qualification	Gender		Total
	Male	Female	
Class X	1	3	<b>4</b>
Class 12	5	10	<b>15</b>
BA	2	20	<b>22</b>
MA	1	8	<b>9</b>
<b>Total</b>	<b>9</b>	<b>41</b>	<b>50</b>

**Source:** *Primary Data*

The above table tell us that, there are one male who actively doing digital marketing studied class ten standard only and 5 respondents studied class 12 standard and 2 are having Bachelor qualification and only one respondents have Master degree while doing the digital marketing in the state to develop the family income. Very interestingly, 3 female respondents who have studied only class ten standards can actively doing digital marketing in the city. And 10 women selected respondents and 20 women respondents who have Bachelor degree are actively participate in digital marketing. It can also be observed that, 8 female respondents finished Master degree before practicing digital marketing among the selected sample respondents.

### **1.7.3 Parents Occupations**

Parents serve as a major influence in their children's career development and career decision- making. Parents want their children to find happiness and success in life and one factor which influences happiness and success is career choice. Research also indicates that when students feel supported and loved by their parents, they have more confidence in their own ability to research careers and to choose a career that would be interesting and exciting. This is important because studies show that adolescents, who feel competent regarding career decision-making, tend to make more satisfying career choices later in life. Parents influence the level of education or training that their children achieve; the knowledge they have about work and different occupations; the beliefs and attitudes they have to working; and the motivation they have to succeed. The young Mizos who are actively participated in digital marketing are also depend on their family background for their business also. The observation in this present study finds that the most important factor that the youth doing in digital marketing is finance i.e. Capital for their business. The respondents who have backup capital from their parent received more profit and sales than the respondents who does not have backup from their parents.

**Table 3: Parents Occupations of the Respondents**

Parents Occupation	Gender		Total
	Male	Female	
Service	6	15	<b>21</b>
Business	1	8	<b>9</b>
Daily Worker	1	18	<b>19</b>
Others	1	0	<b>1</b>
<b>Total</b>	<b>9</b>	<b>41</b>	<b>50</b>

Source: *Primary Data*

From the above table it can be observed that, there are 6 male respondents and 15 female respondents having backup capital from their parents because they are working in service sector and only 1 male and 8 female respondent received some backup from their parents because their parents are from business background.

From the study it can be observed that out of 50 selected respondents one male respondents and 18 female respondents who are actively doing digital marketing in the state does not meet their needs because of lack of financial assistance.

### 1.8 Problems faced by the respondents

Digital marketing is emerging as the one of the principle features of the modern corporate era. The dynamic, upcoming industry of digital marketing is fast-gaining momentum as a promising career choice, especially among the youth. Young digital marketers develop fine-tuned strategies for product launch, promotion, brand building, increasing sales or public relations. They also tactically leverage different social media tools for everything from creating a buzz about the product/service, getting people talking about the brand, generating leads/inquiries, powering traffic to websites and building fan loyalty.

**Table 4: Problems faced by the respondents**

Problems	Gender		Total
	Male	Female	
Capital	5	14	<b>19</b>
Delivery	0	20	<b>20</b>
Lack of Product	4	8	<b>12</b>
Long Waiting the Product	0	8	<b>8</b>
<b>Total</b>	<b>9</b>	<b>50</b>	<b>59</b>

Source: *Primary Data*

From the above table it can be seen that, out of the total 50 selected respondents 5 males and 14 females do not get enough capital for their business and very interestingly, there is no male faced problems on



delivery while 20 female faced problem on that. 4 males and 8 female does not meet their demand on product to sell and 8 females faced problem on long waiting the product to sell.

### 1.9 Challenges Faced by young digital marketers in Mizoram

Winning a client is one of the biggest challenges when there is a lot of competition especially in the Aizawl. Many startup young digital marketers don't know how to win a client but yet start their journey with some years of experience.

The young digital marketers in Aizawl don't sign a contract with the client before they start offering their services and don't ask for payments on time. If the marketers makes some clear information to the clients before delivering products, the problem may be solve for losing the price of the product.

Most of the marketers in India are occupied with millennial and working with a millennial mindset is a challenge in itself. Attrition is one of the key challenges that agencies are facing and so is the concept of floating employees. As soon as the digital crowd starts becoming 30 above of age, then there shall be a lot more stillness in the floating populace.

### 1.10 Suggestions

The present study finds some problem faced by young digital marketers in Mizoram and gives some remedial measures to improve their performance in the future are as follows;

1. *Focus on Conversion, Not Just Leads*: B2C marketing teams traditionally take the approach of casting a wide net and hoping for the best, advances in big data and machine learning have made it possible to dig deeper and impact conversion rates on an individual level
2. *Set the Stage for Long-Term Value*: it may be tempting to shoot for short-term wins; marketers should always consider long-term value when making strategy decisions. Before pouring resources into a one-off campaign for a specific social media platform, marketers would be wise to perform due diligence and research to ensure the investment will pay off in the long term.
3. *Double Down on Customer Service*: Digital marketers may be thinking, "What does customer service have to do with me?" Although it's sometimes easy to forget, every single interaction a customer has with a brand impacts their opinion of that brand, and is thus considered 'customer service'. This is even more important for digital companies that must repeat brand-conscious customer service tactics across multiple platforms and channels.
4. *Create the Ultimate Buying Journey*: Digital marketers can see exactly what content is most successful among consumers, and then strategically build upon that momentum for maximum returns.
5. *Know when and how to Go back and Refine Processes*: Marketing itself is a constantly changing landscape, and digital marketing is one of its most dynamic features. Marketers need to keep their eyes on the metrics and data to stay informed about the processes that are working, and where it may be time to refine.

## 1.11 Conclusion

The risk of physically going to the market during current times has made even the technologically unaware familiar with online shopping. And only now are they realizing the sheer advantages of being able to order everything from a book to a water purifier from the safety of their homes. This brings us to a situation which no amount of marketing research could have predicted. Earlier, where there was no customer footprint, there are now hordes of consumers frequenting with ever-growing demands. It is a shift we could not have anticipated so early. The digital market in the state has a good prospect for the future and the young marketer should need to increase performance and need to motivate and set their strategic longtime goal for their survival.

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