

Digital Marketing & Sales- Issues, challenges, and opportunities: A Pandemix approach

Dr. Santosh. U

Associate Professor, Institute of Management Studies
Ilkal -587125, Bagalkot, Karnataka.

Abstract

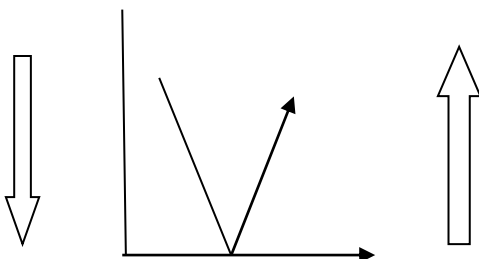
*Today the condition of world economy has completely crises due to the pandemic disease of covid-19, in such crises situation even Indian is not apart from all of this, even every Indian business men may thinking that after the Corona effect, what will be the condition of Indian Economy? Whether Progression of economy? or stagnation? May be economical Recession? or Economical depression or the great depression. Last from December onwards consistently GDP has been decreasing and fiscal deficit has not been controlled in simple word there are three types of curves are exists. We observed that there is a **significant Impact of Covid -19 on the Digital Marketing & sales at 5% level of significance. We found that there are significant Digital marketing Issues, challenges, and opportunities at 5% level of significance.***

Introduction

Scope of digital marketing in India, let me explain the current digital marketing condition in our country, according to IBEF (Indian Brand Equity Forum) which said in the year 2016 around 40 crore Indian population out of 130 crore, means 1/3 of the populations are using online marketing and 82 crore population are using digital marketing in the year 2021. For being a more digitalization there are three major reasons 1. World's cheapest country in terms of data price 2. World's second cheapest country in terms of smart phone price and 3. Our hon'ble prime minister encourages Digital India. As per the News 18 survey statistical report Indian youth spend more than 6 hours in a day internet, during Covid it's extended more. As economics philosophy say's when the product demand is high and product is low than absolutely demand of the product will be huge. Know the condition of digital markets is less but demands are more in upcoming day' digital market will be rule the market in further coming days.

In our country's economical condition after digitalization has changing from "V" Curve to "U" and "L" curve simultaneously

1. First one is "V" curves

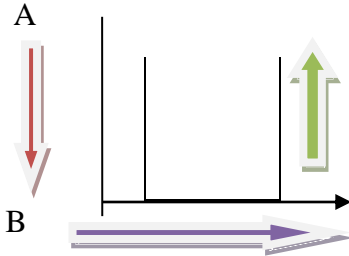


-----Stage 1. "V" Curves-----

In this “V” curve , economical condition of the country many go down and suddenly bounce back, as we all know that after 5th stage corona will be completely decline its confirmed, i.e. China after 5th stage its economy has been rebounded. Even India also has to do the same.

After “V” shape there is one more stage will be there, that is “U” shape

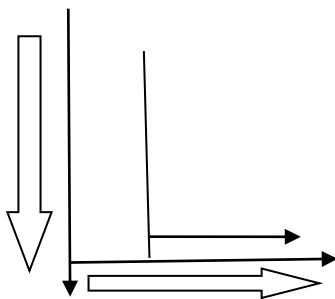
2. Second stage “U” Curves



-----Stage 1. “U” Curves-----

In this shape economy start declining in the begging in certain day and after few days it will be rebound as in the Figer shows that in “U” curve.

3. Third stage “L” curve shape



In this stage of economic curve is very dangerous, once economic curve start declining means it keep going like a “L” shape , usually in this stage for recovering need a lots of time to come back to same position.

In any business there will be three types of business categories are

- Winner
- Loser
- In-betweener

1. Winner Industries are,

a) Digital Market Place

In this pandemic crucial situation Amazon ramps hiring opening, 100000 new roles support people relying on Amazon's serving in this stressful time.

JD.Com Chinese online company has un-Man shops are already exists and know they have introduced Un-manned (without using man at work) vehicle, in crucial pandemic disease time this company has started provided huge services through drone vehicles in Wuhan state of China.

b) Entertainment, streaming & Gaming

Another winner of the companies is, Netflix, Amazons Prime video and Disney viewership has increased too much.

c) Logistics & Delivery

In this crucial pandemic time few of the company's made really good business i.e. Alibaba.com has provided 5million medical equipments delivery services to Wuhan city.

d) Video Conferencing,

When all offers have been closed in this pandemic situation, than theses video conferencing has been growing rapidly i.e. Cisco Webex, Skype and Zoom these conferences reached to connect people.

Literature Review

In the digital age, the transformation of communication channels is a challenge for all industries, but especially for the communications and marketing industry. As (Rangaswami & Gupta, 2000) commented, "Marketing digitalization is a phase of change in the history of communication". (Jung, 2009) noted that changes in technology and consumer behaviour have always been the main drivers of change in marketing strategies. In today's changing digital environment "the speed, relevance and complexity of these elements become very important" (Jung, 2009). To be clear about understanding the definition of "digital marketing". There is a lot of research on Digital Marketing or online marketing that comes up with many definitions of Digital Marketing. According to Kotler and Armstrong (2009), digital marketing is a form of direct marketing that connects consumers with sellers electronically using interactive technologies such as email, websites, online forums and newsgroups, interactive television, cellular communications and so on. According to (Piñeiro-Otero & Martínez-Rolán, 2016) digital marketing as a projection of conventional marketing, tools and strategies, on the Internet. The digital world and its application to marketing have driven the development of channels, formats and languages that lead to marketing tools and strategies. The Digital Marketing Institute (DMI) refers to digital marketing as "The use of digital technology to create integrated, targeted and measurable communications that help to obtain and retain customers while building deeper relationships with customers" (Royle & Laing, 2014).

OBJECTIVES OF THE STUDY

The main objective of the study is to analyze the highlights impact of Covid -19 on **Digital Marketing & Sale**. However, in order to give direction to the study, the following specific objectives are set forth.

The specific objectives of the study are:

- (i) To examine the Impact of Covid -19 on the Digital Marketing & sale
- 1) To assess the Digital marketing Issues, challenges, and opportunities during the Covid -19

Research Method

The design/methodology/approach of this article is thought, or conceptual based on **Digital Marketing & Sales** Issues, challenges, and opportunities. This study uses a critical approach to analytically review the literature on digital marketing and relate it to research results. This study is based on primary data collected through questionnaire from 100 respondents. For Data analysis researchers used Chi-Square Test.

HYPOTHESES OF THE STUDY

Based on the objectives of the study, the following hypotheses of the study are framed.

- i) **Ho1:** There is no Impact of Covid -19 on the Digital Marketing & sales
- (ii) **Ho2:** There are no Digital marketing Issues, challenges, and opportunities during Covid -19

RESULT AND DISCUSSION

“Researchers have been identified the 8 challenges & opportunities, a pandemic approach”.

I. Universal Basic Income

Government of India has started in paper and implemented this **Universal Basic Income** has popularly known as Basic Income Guaranteed in USA and UK, in our Indian labour has only two days wages can keep with him and he runs the informal economy. Today one side country is fighting with corona and secondly with poverty in this critical condition government has to spend the Rs. 52000 crore cess funds has to transfer DBT (Direct Bank Transfer) to all labour account directly to save them from this critical condition. In our country more than 3.5 crore labours get this money than easily they will relax for next few days defiantly.

II. Grants & Loans will help Small Businesses

After labors second most focusing area in our country is small businesses, big corporate never run the country, only small businesses brings the liquidity in the market because these small businesses have more fund liquidity rather than large corporate.

If government provides the free interest loans to all small businesses than they bring more liquidity, already large corporate did many frauds to government. Spain has already found the solution by providing 100 billion as a loan guaranteed. In our country we can make into Rs. 100 billion dollar guarantee has given by Government to bankers for this plan, it is not necessity to spend all 100 billion, only non recovery money can only invest for example, if 20% amount has not recovered than only that much of the money will be spend.

In this case already America, UK, France and Germany, Ukraine, has strongly started fiscal and monetary policies. Even many other countries has practicing it. India needs to save the credit line otherwise many fraud cases we have examples like 1. Ruchi Soya 2. Anil Ambani 3. Sandeep Jajodia (Monitus Park) 4. ABG Shipyard 5. Deccan Chonical 6. Amtek Auto 7. Nirav Modi 8. Shashi/ Ravi Ruia 9. Venkatgopal Dhoot (Videocon) 10. Gitanjali Gems 11. Kingfisher Airlines 12. Rotomac Global.

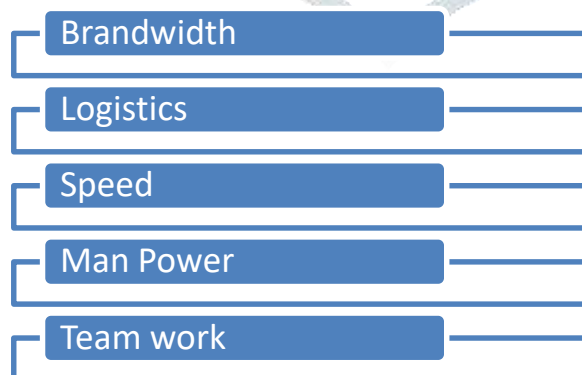
These all big business tycoons looted more than 5 to 10 lakh crore from the government of India in such cases. But small business man took even 5 to 10 lakh rupees loan from banks they will honestly pay back with interest, even though if in case few of them are not paid also will not effect to government, because such small risk can be taken by the government.

III. Wave off the Electricity Bill for Commercial Business

This is very crucial matter for startups and Micro, Small and Medium Scale Industries and many factories and Industries to pay huge electricity bill, if Government helps to small businesses for saving in working capital, than it will be more helpful to small scale industries.

IV. Multiply the Involvements of Privates Sector for Speed & Scale

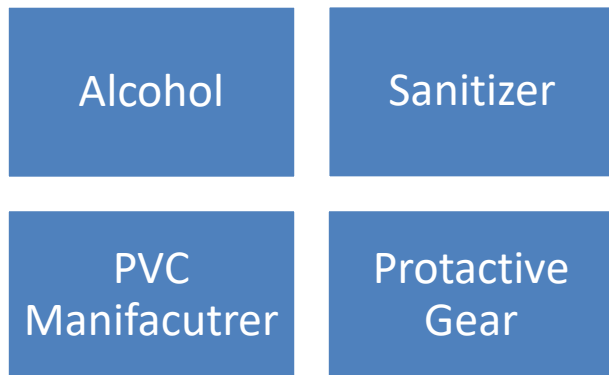
In a private sector,



These all facilities are quiet good in private sector, for example these day India is fighting against corona and started services at government hospitals and started taking services from private laboratories services and need a lot of facilities like masks, sanitizers, medicines and many other equipments, in such

cases Government can use private sector for speed, scale, multiply, Gloves and other equipments as much faster than possible.

Even private sector can manufacture like,

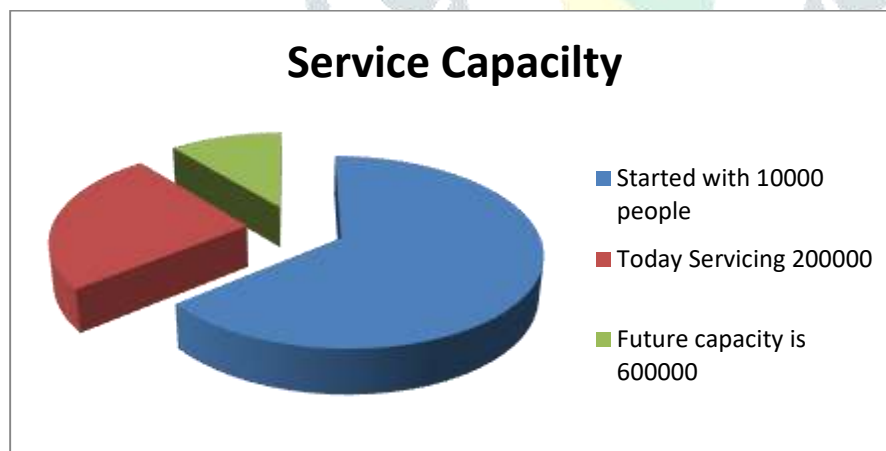


These all will enhance the speed gears.

V. Partner with Religious Institutes for Food Operations

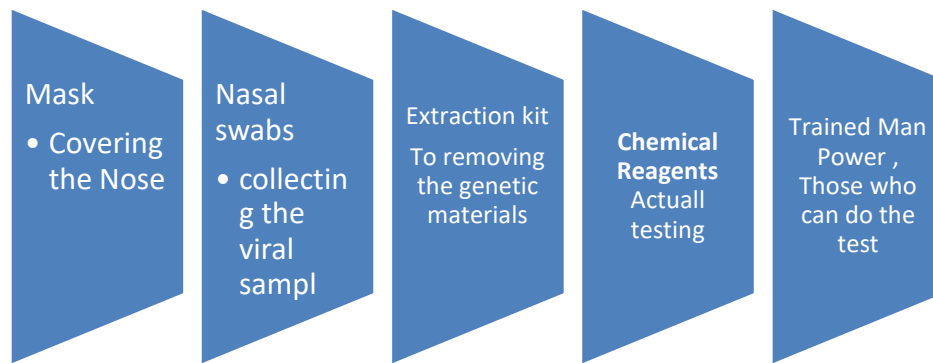
India is country of culture and values, in this crises situation any charitable organization come forward to help the poorer for example, ISKCON is already helping 14, lackh kids to midday meals, and know in such crisis time only in Delhi more than 2 lack foods have been supplying across the city with the help of District Commissioner of Delhi.

Swami Peush Goyal Chaiman ISKCON & DC of Delhi has started this mission to serve the food.



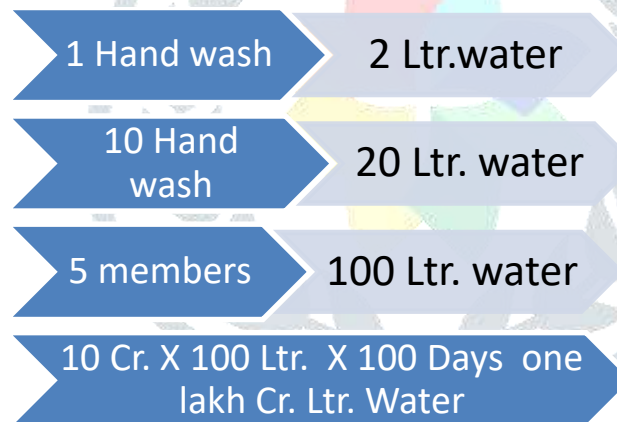
Actually in the initial days ISKCON has started with 10,000 people today their capacity is 2 lack and they have 6 lack capacity

VI. Massive Role out of Covid-19 test



VII. Corona Crises will give birth to Water Crises.

Yes, off course, corona crises may brings to water problems too, because even in common days that to in summer session in our country will be water problems, that is crucial situation experts says wash your hands frequently, that means.



As per this research, if even 10 crore people use 100 litter water in a day 1 lakh crore litter water might be needed, we can even reduces this water crises, by using water in limited like while washing hand close the tap and when completed 20 seconds wash, than only use the tap, by practicing such things can be reduces the water problems.

According to the latest survey of NITI Aayog by 2026, ground level of water will be completely soak at more than 21 states it will be water crises. Washing hand in this moment is most important and there is no substitute.

VIII. Turn Government Building into Shelters

In this is crisis moment, government can convert all Govt. Schools & Colleges and other all Govt. buildings in to shelter for all walk down people and provide all basic facilities them there only by creating temporary residence to all needy people. By implementing this idea many walk down people can take shelter and stay at one place to break the corona chain and fight with pandemic disease.

TESTING OF HYPOTHESES

(i)Ho1: There is no Impact of Covid -19 on the Digital Marketing & sales

TABLE NO. 1

Observed Frequencies

Gender /Variable	Strongly Agree	Agree	Neutral	Slightly Disagree	Disagree	Total
Male	11	23	48	9	0	91
Female	4	3	02	0	0	9
Total	15	26	50	9	0	100

Source: Primary Data

TABLE NO. 2

Expected Frequencies

Gender /Variable	Strongly Agree	Agree	Neutral	Slightly Disagree	Disagree	Total
Male	14	24	46	7	0	91
Female	1	2	4	2	0	9
Total	15	26	50	9	0	100

Source: Primary Data

Table No 3
Showing calculation of χ^2 – value

O	E	(O-E)	(O-E) ²	(O-E) ² /E
11	14	-3	9	0.6428
23	24	-1	1	0.0416
48	46	2	4	0.0869
9	7	2	4	0.5714
0	0	0	0	0.0000
4	1	3	9	9.0000
3	2	1	1	0.5000
2	4	-2	4	1.0000
0	2	-2	4	2.0000
0	0	0	0	0.0000
				13.8429

Source: MS Excel

Calculated value of Chi- Square =13.8429

Level of significance – 0.05

Chi-square $-(O-E)^2/E$

Expected value = sum of the observation/the total number of observations

Degree of freedom (r-1) (c-1) = (2-1) (5-1) = 1*4 = 4

Table Value of Chi Square for dof (degree of freedom) =1@5% Level of significance=9.488

Interpretation / Result: Table 3 presents that the **calculated Chi –Square value (13.8429)** is more than the table value (9.488) of Chi -Square Test (χ^2) so null hypothesis (Ho) has been rejected and it is **concluded that there is a significant** Impact of Covid -19 on the Digital Marketing & sales.**at 5% level of significance.**

ii) Ho2: There are no Digital marketing Issues, challenges, and opportunities during Covid -19

TABLE NO. 4
Observed Frequencies

Variable	Yes	No	Total
Female	6	3	9
Male	89	2	91
Total	95	05	100

Source: Primary Data

TABLE NO. 5

Expected Frequencies

Variable	Yes	No	Total
Female	8	1	9
Male	87	4	91
Total	95	05	100

Source: Primary Data

Table No 6

Showing calculation of χ^2 – value

O	E	(O-E)	(O-E) ²	(O-E) ² /E
6	8	-2	4	0.500
89	87	2	4	0.045
3	1	2	4	4.000
2	4	-2	4	1.000
χ^2				5.545

Source: MS Excel

Calculated value of Chi- Square =5.545

Level of significance – 0.05

Chi-square $-(O-E)^2/E$

Expected value = sum of the observation/the total number of observation

Degree of freedom (r-1) (c-1) = (2-1) (2-1) = 1*1 = 1

Table Value of Chi Square for dof (degree of freedom) =1@5% Level of significance=3.121

Interpretation / Result: Table 6 presents that the calculated *Chi –Square* value (5.545) is more than the table value (3.121) of *Chi -Square Test* (χ^2)so null hypothesis (H_0) has been rejected and it is concluded that there are significant Digital marketing Issues, challenges, and opportunities at 5% level of significance.

CONCLUSION

The world is facing deadly pandemic disease, and till the date more than lakh of people died across the world and more the a million people are still in hospitalized, but even after more than 6 months of this disease still no vaccination found across the globe, proper and faster solution require to free from all health, financial and social problems. We observed that there is a significant Impact of Covid -19 on the Digital Marketing & sales.at 5% level of significance. We found that there are significant Digital marketing Issues, challenges, and opportunities at 5% level of significance.

REFERENCES

1. Resilient leadership responding to COVID-19 | Deloitte Insights [Internet]. [cited 2020 Mar 20]. Available from: <https://www2.deloitte.com/global/en/insights/economy/covid-19/heart-of-resilient-leadership-responding-to-covid-19.html>
2. Reuters. ECB asset purchase programme boosts Euro. The Guardian [Internet]. 2020 Mar 19 Available from: <https://www.theguardian.com/world/2020/mar/19/ecb-asset-purchase-programme-boosts-euro>
3. Sohrabi C., Alsafi Z., O’Neill N., Khan M., Kerwan A., Al-Jabir A. World Health Organization declares global emergency: A review of the 2019 novel coronavirus (COVID-19) *Int J Surg.* 2020 Apr;76:71–76.
4. Loeb AB Avi. Flattening the COVID-19 Curves [Internet]. Scientific American Blog Networ. Available from: <https://blogs.scientificamerican.com/observations/flattening-the-covid-19-curves/>
5. Coronavirus: Travel restrictions, border shutdowns by country | Corona virus pandemic NewsAl Jazeera. Available from: <https://www.aljazeera.com/news/2020/03/coronavirus-travel-restrictions-border-shutdowns-country-200318091505922.html>
6. Guidance on social distancing for everyone in the UK [Internet]. GOV.UK. [cited 2020 Mar 22]. Available from: <https://www.gov.uk/government/publications/covid-19-guidance-on-social-distancing-and-for-vulnerable-people/guidance-on-social-distancing-for-everyone-in-the-uk-and-protecting-older-people-and-vulnerable-adults>
7. Buck T, Arnold M, Chazan G, Cookson C. Coronavirus declared a pandemic as fears of economic crisis mount [Internet]. 2020 [cited 2020 Mar 19]. Available from: <https://www.ft.com/content/d72f1e54-6396-11ea-b3f3-fe4680ea68b5>
8. Prices of agricultural commodities drop 20% post COVID-19 outbreak - Rediff Realtime News. Available from: https://realtime.rediff.com/news/india/Prices-of-agricultural-commodities-drop-20-post-COVID19.outbreak/955078599584b749?src=interim_alsoreadimage
9. CME closing trading floors indefinitely amid coronavirus concerns [Internet]. Crain’s Chicago Business. 2020. Available from: <https://www.chicagobusiness.com/finance-banking/cme-closing-trading-floors-indefinitely-amid-coronavirus-concerns>
10. COVID-19 [Internet]. American Veterinary Medical Association. [cited 2020 Mar 20]. Available from: <https://www.avma.org/resources-tools/animal-health-and-welfare/covid-19>
11. Rangaswami, A., & Gupta, S. (2000). Innovation Adoption and Diffusion in the Digital Environments: Some Research Opportunities. In In Vijay Mahajan, Eitan Muller, and Yoram Wind (Eds.), *New Product Diffusion Models* (pp. 85–101). Springer. <https://doi.org/10.1080/1352726090275750>

12. ung, J. (2009). Strategic Management in the Media: Theory to Practice, by Lucy Küng International Journal on Media Management, 11(1), 46–47. <https://doi.org/10.1080/14241270802634120>
13. Piñeiro-Otero, T., & Martínez-Rolán, X. (2016). Understanding Digital Marketing—Basics and Actions. In MBA Theory and Application of Business and Management Principles (pp. 37–74). Springer International. https://doi.org/10.1007/978-3-319-28281-7_2
14. Royle, J., & Laing, A. (2014). The digital marketing skills gap: Developing a Digital Marketer Model for the communication industries. International Journal of Information Management, 34(2), 65–73. <https://doi.org/10.1016/j.ijinfomgt.2013.11.008>

