

EMERGING KEY TRENDS AND THEIR IMPLICATIONS ON BRAND MARKETING

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INTRODUCTION:

The Covid-19 pandemic crisis that unfolded in consumer lives did see an unprecedented psychological and behavioral construct playing out in the lives of the individuals of the society. The lockdown startled people and pushed lives into a deep crisis, and we also saw several FMCG organizations seeing this as an opportunity to launch several new products, infusing new energy into their existing product portfolios, and businesses opt to launch creative and carefully thought-out campaigns, which has led to the rise of key trends that have shaped the way brands were marketed.

This is predominantly due to various factors like E-marketing, E-commerce, social media. The consumption pattern and buying process of the Customer is being altered tremendously. To seamlessly adapt to the situation, industries and major market players have already started to adopt new marketing strategies and tools that have been greatly influenced by the trends covered in this research paper.

REVIEW OF LITERATURE:

Sl. No	Title, Author, Year	Methodology	Insights/Trends	Findings /conclusions
1	India's Habits are changing, Gipsi, 2020	Data is from 1st Feb to 15th April	<ul style="list-style-type: none"> a. India is Learning online b. Increase in Hygiene quotient c. Increase in Nostalgia d. Trying to quit smoking e. Work from home is here to stay f. Namaste goes global g. Kitchen debut h. Lockdown grocery lists i. Learning is big on the agenda j. Increase in wardrobe scrutiny k. Increase in online 	<p>There has been a consistent increase in the interest in online meetings, online banking, Whatsapp usage, and online grocery shopping.</p> <p>A noticeable increase in the personal and public hygiene matters of individuals has been noticed due to the pandemic.</p> <p>During the lockdown, there has been an increase in TV viewership especially with enormous online conversations occurring around the hashtag '#OldTVshows'.</p> <p>An increase in the health of conscious individuals has led to a renewal of people trying to quit smoking although data shows that consumption hasn't gone down.</p>



			<p>advisories</p>	<p>WFH has become an integral part of the work culture due to the lockdown. A lot of new WFM apps have been introduced, and content creations from beauty brands, athleisure brands, etc have been directed towards WFH.</p> <p>The Namaste of India has become a global gesture as people around the world use it to greet others to avoid handshakes during a viral pandemic.</p> <p>There has been a 28% and a 110% increase in internet searches for cooking recipes and 'Easy-to-cook' respectively.</p> <p>A noticeable increase in the purchase of cleaning/washing products, and 70% of the ingredients ordered were not part of the regular grocery lists.</p> <p>During the lockdown, people have found more time to pursue their hobbies and are acquiring new skills through the internet to prepare for a competitive environment</p>
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				There is an increased opportunity for fashion and apparel brands to
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				<p>innovate and create more ‘home wardrobes’ as people stay at home and work</p> <p>Now companies should wait through a long process to understand their consumers; especially as they are looking for answers, suggestions online.</p>
2	Ten technology trends moving into 2021, Bain & Co., 2020	To monitor the most important trends, Bain & Company met regularly this year with a carefully selected group of over 100 technology companies and startups	<p>a. Edge AI transplants brains to factory tools and machinery.</p> <p>b. 5G factory revolutionizes manufacturing.</p> <p>c. Smartphone data powers usage-based auto insurance while improving driver safety.</p> <p>d. Automated and explainable AI makes financial organizations smarter.</p> <p>e. In cybersecurity, authentication</p>	<p>By using embedded Artificial intelligence locally, companies can make decisions in real-time by using machine learning.</p> <p>Companies like IBM, Samsung M1, Infocomm Media are all testing 5G manufacturing.</p> <p>Increasing numbers of automotive insurances are being customized using driving behavior by using sensors and tracking data from the clients’ smartphones.</p> <p>There is an emergence of fully automated AI platforms in the financial industry.</p> <p>Cybersecurity has been boosted by the use of better AD technology to</p>



			<p>rights and network access get their due.</p> <p>f. Workforce technologies boost agility and profitability</p> <p>g. Health data is gold.</p> <p>h. In HR, cognitive science and gamification win the war for talent</p> <p>i. Shifting from selling to renting becomes the green way of</p> <p>j. doing business The technology works toward zero food waste</p>	<p>investigate breaches in real-time to avoid hacks.</p> <p>Workforce management technologies now help companies to substantially improve their workforce’s agility by improving operational performance and profitability.</p> <p>A lot of companies are now using AI and Machine learning to treat what could be otherwise considered as ‘hard-to-heal wounds.</p> <p>Hiring is now being thoroughly automated from screening resumes to cognitive tests, etc.</p> <p>Various companies now help brands build rental models by providing SaaS solutions, warehousing opportunities, and logistics.</p> <p>Specific companies help local businesses to sell or donate their excess food, to reduce wastages.</p>
3	Not Another State of Marketing	Trends and data from over 3,400	<p>a. Content Marketing</p> <p>b. Social Media</p>	Content strategy has taken on a very important role in marketing, especially with Video being the



	<p>Report, Hubspot, 2020</p>	<p>global marketers plus progressive strategies from our experts and partners. surveyed over 3,400 marketers across the globe and sourced innovative strategies from experts at HubSpot, Litmus, and Crayon</p>	<p>Marketing</p> <ul style="list-style-type: none"> c. Digital d. Advertising Strategy Web Strategy 	<p>number one form of media used.</p> <p>Content that has been customized and personalized is the key to success as many brands have now started to listen more closely to their consumer base; social listening is one of the top tactics used.</p> <p>In digital advertising, an increasing number of marketers are using ad placement and audience targeting as their tools to best reach the right people.</p> <p>The most popular web strategy has been the simplest: that is web upgrade in 2020. It was more about reducing the complexity of using their websites</p>
<p>4</p>	<p>Trends that will define 2021,</p>		<ul style="list-style-type: none"> a. “Revenge shopping” sweeping through sectors 	<p>Travel for business purposes in 2021 is expected to be half of the business travel spending in 2019.</p>

	McKinsey and Company, 2020		as pent-up demand is unleashed Leisure travel b.	Technological disruptions are creating a lot of space for entrepreneurs in the United States of America, France, Germany, Britain,
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			<p>bounces back but business</p> <p>c.</p> <p>travel lags The crisis sparks a wave of innovation and launches a</p> <p>generation of entrepreneurs Pandemic-</p> <p>d.</p> <p>induced changes in shopping behavior forever alter consumer businesses The biopharma revolution takes hold</p> <p>e.</p> <p>Green, with a touch of brown, is the color of recovery</p> <p>f.</p>	<p>etc.</p> <p>In 2020, two-thirds of the consumers surveyed by Mckinsey have said that they have tried out new types of shopping.</p> <p>The pandemic has increased the speed at which innovation is occurring in the medical industry.</p> <p>Recognition of environmental sustainability has become global. There has been an increase in investment in green energy by various developing countries.</p>
5	<p>Performance Branding and How it is reinventing Marketing ROI, McKinsey, and Company</p>		<p>a. More budget allocation for targeted performance marketing Moving towards</p> <p>b. 'performance branding'</p>	<p>Targeted performances are gaining in popularity in terms of personalized messages, direct impact measurement, near-time optimization, and partial automation. It is more about data-driven performance marketing. A better understanding of customer</p>



				<p>preferences and behaviors allows companies to effectively build their brand and create more demandgenerating activities.</p> <p>Marketers are now applying more of the performance marketing principles in the early stages of the customer decision-making journey; in 2020 a big part of the marketing budget is being handled like a real investment rather than a sunk cost.</p>
6	<p>The future of brand strategy: It's time to 'go electric'; McKinsey and Company</p>		<p>a. Brand trustworthiness is more important than ever</p> <p>b. Creativity with a conscience: Creativity drives brand success</p>	<p>Consumers have shown that when there is an unlimited choice for them, the brand from which they buy matters the most. Moreover, companies that innovate more are growing their top-line faster than less innovative companies</p> <p>Marketing campaigns that tell emotive stories, that thrill and amuse their audience tend to be more successful brand campaigns. Brandvalue growth is also faster in purpose-driven brands than those brands that focus purely on profits.</p>
7	2020 Global Marketing		Despite efforts to replicate human	A lot of major companies have now opted to use the benefit of shared



	<p>Trends; Deloitte Insights</p>		<p>behavior and gestures through automation and AI, the essentials of human connection— eye contact, personal touch, empathy— remain irreplaceable by technology</p>	<p>values to build a stronger and more connected, inclusive human experience. To keep ahead of the competition, companies know that they have to continuously evolve and create dynamic ways to engage across all the stages of the consumer journey. Companies in 2020 are also increasing their focus on human experiences and are choosing to be more agile by eliminating traditional boundaries allowing them to transcend into a better ecosystem.</p>
<p>8</p>	<p>The Pandemic has Accelerated the Growth of Esports; The Economist</p>		<p>2020 fuelled to life the concept of virtual gaming</p>	<p>The game ‘Fifa’ was broadcasted by Britain Sky Sports in the absence of real-life matches. In America, Even the NASCAR car races were being held virtually to keep people engaged as they were stuck at home during lockdowns. The pandemic has undoubtedly given a huge boost to the concept of ‘E-sports’, which are still competitive and watched by millions of people. South Korea remains the leader in this sector, although China is trying to play catch-up.</p>

9	Emerging Trends in Digital Marketing By: International Research Journal of Engineering and Technology (IRJET)		<ul style="list-style-type: none"> a) Content-based Seo b) Video Marketing c) Influencer Marketing d) Social Messaging apps e) Micro-Moments f) Chatbots g) Implementation of accelerated mobile pages h) Programmatic Advertising i) Switch to youtube ads j) Advertise on Instagram k) Voice search and smart speakers. 	<p>SEO is one of the most important aspects of digital marketing.</p> <p>Emphasizing the long tail is one of the most important SEO strategies that you can influence and the website traffic.</p> <p>Influencer marketing is a type of WOM marketing that stresses using key leaders to drive the brand's message to a larger market audience. Influencers can be from celebrities and Instagram or YouTube stars to well-known bloggers and journalists who help spread the word about the business or product through their social channels and campaigns.</p> <p>Social messaging apps can be useful in sending messages to customers directly, as they allow personalization (another trend) and add value to the users' experience.</p> <p>Micro-Moments is a "new consumer behavior," as termed by Google, that delivers your marketing message clearly and concisely in a way that is of interest to the consumers – all within seconds to the desired</p>
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				customers.
				<p>Bumper ads are very short ads.</p> <p>These ads are presented at slots of just 5 seconds. They play earlier than the actual YouTube video chosen by the viewer.</p>
10	<p>E-commerce trends during COVID-19 Pandemic</p> <p>International Journal of Future Generation Communication and Networking</p> <p>Vol. 13, No. 2, 2020</p> <p>pp.14491452</p>		<p>a. E-commerce and COVID-19, buying behavior change in consumers during the pandemic</p> <p>b. Decrease in consumer footprint brick and mortar stores</p> <p>c. Online shopping new norm</p> <p>d. Switch to Online mode of business</p> <p>e. Increase in the online transactions</p>	<p>E-commerce saw various trends during the pandemic and the way the consumers' behaviors changed with increased use of the internet and the internet penetration throughout the country.</p> <p>Online shopping became the new norm which made people shift from offline to online stores, and many companies had to reinvent their business model to switch to online mode.</p> <p>Due to the increase in the online mode, financial transactions have widely increased and banking has become virtual.</p>



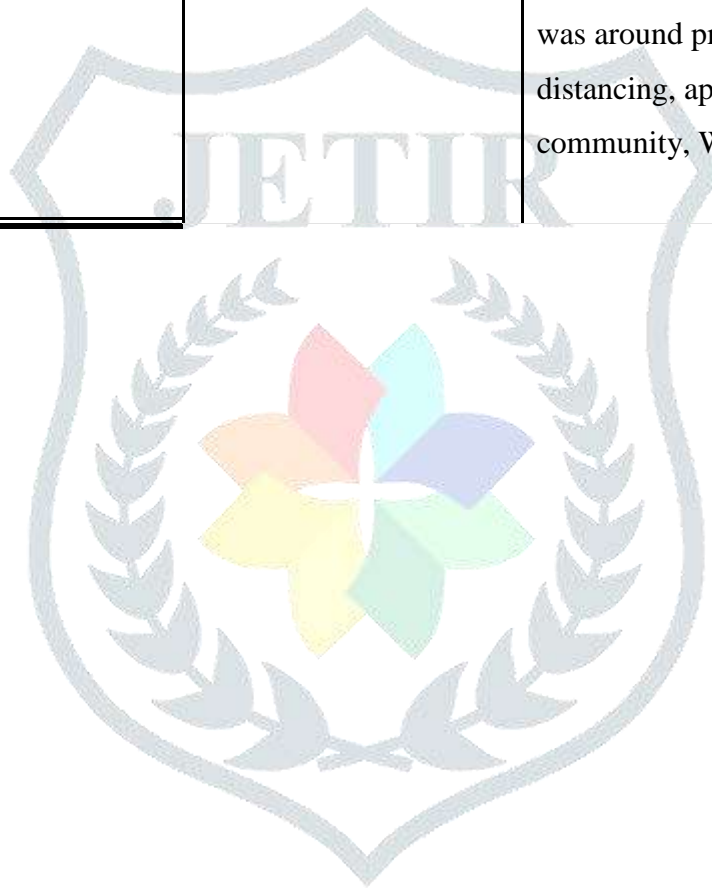
<p>11</p>	<p>KPMG Global Retail Trends</p> <p>KPMG International</p>		<ul style="list-style-type: none"> a. Evolving of the Retail Business Model b. Purpose moves forefront c. rethinking of cost of doing business d. customer choice comes under the microscope 	<p>The rise of the Various Platform is changing the retail scope, most retailers now have three main options</p> <ol style="list-style-type: none"> 1) become a platform, 2) leverage platforms 3) continue business as usual. <p>In 2020, we see the leading retailers move from having a purposeful brand promise to using their purpose as a way to demonstrate that they live their purpose rather than just talking about it but performing.</p> <p>Customers want to buy from companies who stand for something bigger than profits but have cause and deliver value</p> <p>There is no doubt that margins will continue to come under pressure as markets start to rebuild from covid 19, yet rather than just slashing the cost and hiking the prices, expect to see retailers start to look for new ways to secure value from existing assets.</p> <p>As customers select availability over</p>
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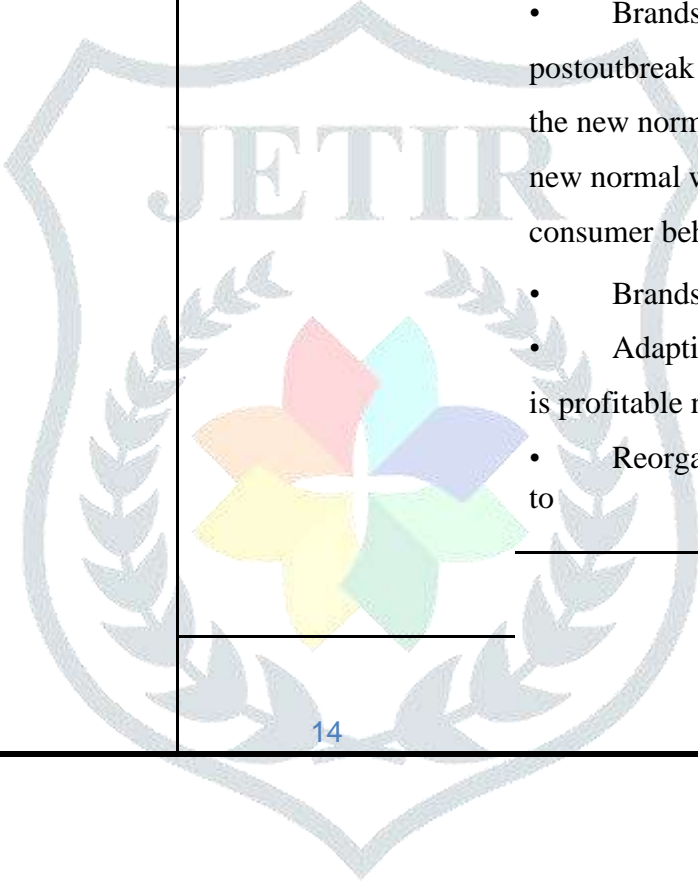
				<p>the selection, all signs suggest discounters and platforms will thrive.</p> <p>In today's environment customers see less about the breadth of the assortment and more about the availability, and that could change the way the retailers might operate</p>
12	<p>Covid 19 and India's impact on the Brand</p> <p>Wpp India Pov</p>		<p>a. Consumer sentiment.</p> <p>b. Marketing communications perspective</p> <p>c. Impact on the media.</p> <p>d. Shifts to ecommerce</p> <p>e. Production during lockdown</p>	<p>An anxious nation that needs reassurance and stability</p> <ul style="list-style-type: none"> • Edgy and anxious – more about the disruption than health • Optimistic and pragmatic in attitude and expect a quick recovery • Behaviours contradict the optimistic attitude • Worries about scarcity • Reduced spending • Decline in packaged purchases • Deferred planned purchases • Social conversations moved in early March from following China and Europe cases to India • Spiked with Janata Curfew and Lockdown • Positive conversations around doctors & medical personnel, Janata Curfew, government actions, and aid for the



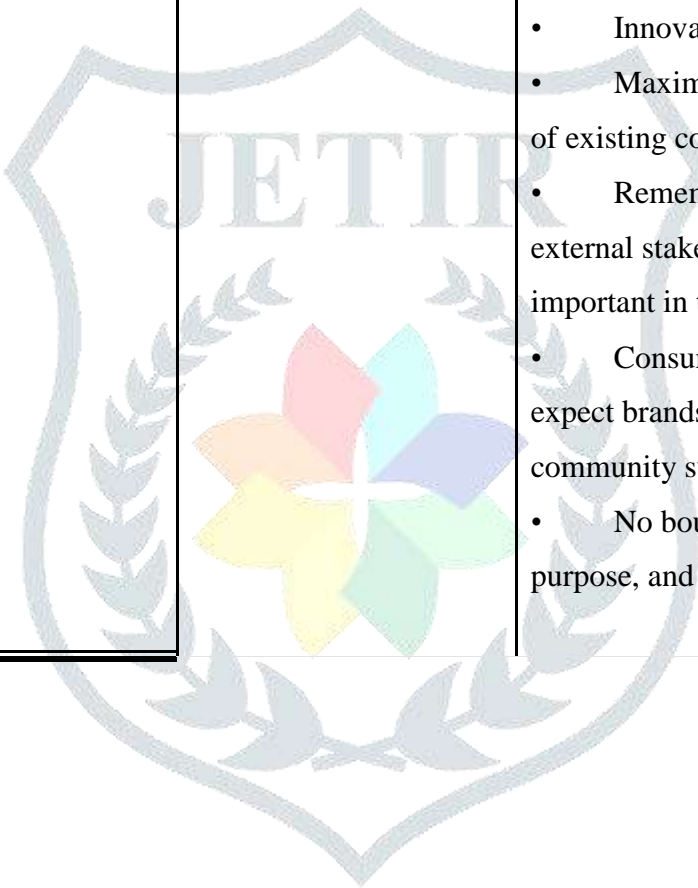
				<p>needy</p> <ul style="list-style-type: none">• Negative sentiments around unplanned lockdown and economic & financial impact• Humour to the rescue – memes about WFH• Brand content on social media was around prevention, social distancing, appreciating the medical community, WFH.
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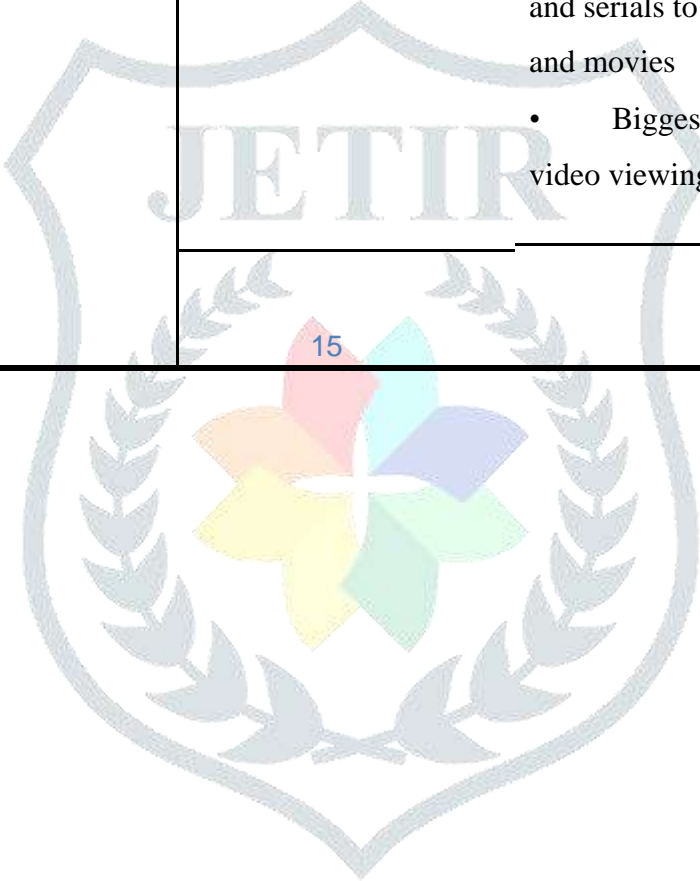
- Experience shows that strong brands recover faster
- Saliency is most important for brand equity. Shift spends, but don't disappear
- But, brands should not be opportunistic or exploitative. Instead, help consumers to navigate the situation
- Brands need to plan for postoutbreak recovery and return to the new normal. Recognizing that the new normal will have altered consumer behaviors
- Brands could benefit from:
 - Adapting to changes for what is profitable now
 - Reorganise SKUs and portfolio to



				<p>reflect changed consumer behavior</p> <ul style="list-style-type: none">• Plan for eCommerce acceleration• Revisit brand value and differentiation in the new order• Plan for longer-term portfolio changes• Innovate during slow down• Maximise the value and power of existing consumers• Remember that internal and external stakeholders are equally important in this period• Consumers and stakeholders expect brands to provide wider community support• No boundaries between crisis, purpose, and CSR communication
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- With consumers at home increased media consumption
- But, lack of new content creates shifts for both viewers and networks
- Networks re-organizing programming with older popular content, latest and popular movies
- Consumers shifting from soaps and serials to watching more news and movies
- Biggest gainer is an online video viewing



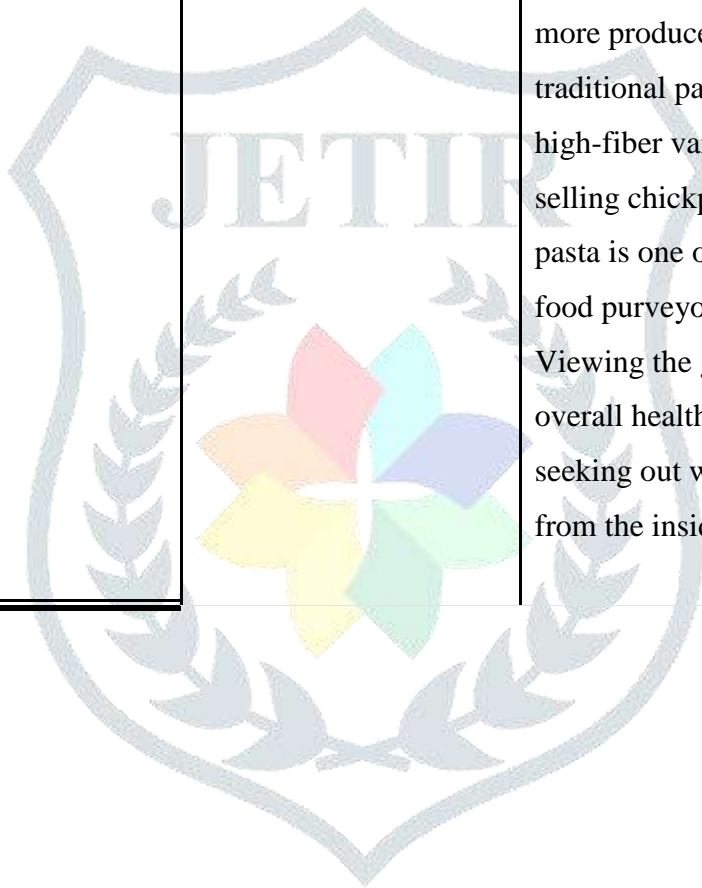
				<ul style="list-style-type: none">• Gaming and social media see significant increase too• On the go media – not just ambient, but also genres like music see a decline• Shopping and grocery apps see a spike• But, with the financial strain, Ewallets dropped <p>E-commerce saw a huge surge just ahead of the lockdown.</p> <ul style="list-style-type: none">• With delivery disruptions, there is a lull but is expected to rise again• Essentials – primarily groceries and health products saw exponential growth• TV, Laptops, and Gaming also saw increases• More family rather than individual purchases. Which led to a decrease in categories such as Fashion and Beauty• Learnings from other markets indicate that E-commerce will be one of the biggest gainers from the disruption. A large number of first time samplers will stay on in the new normal
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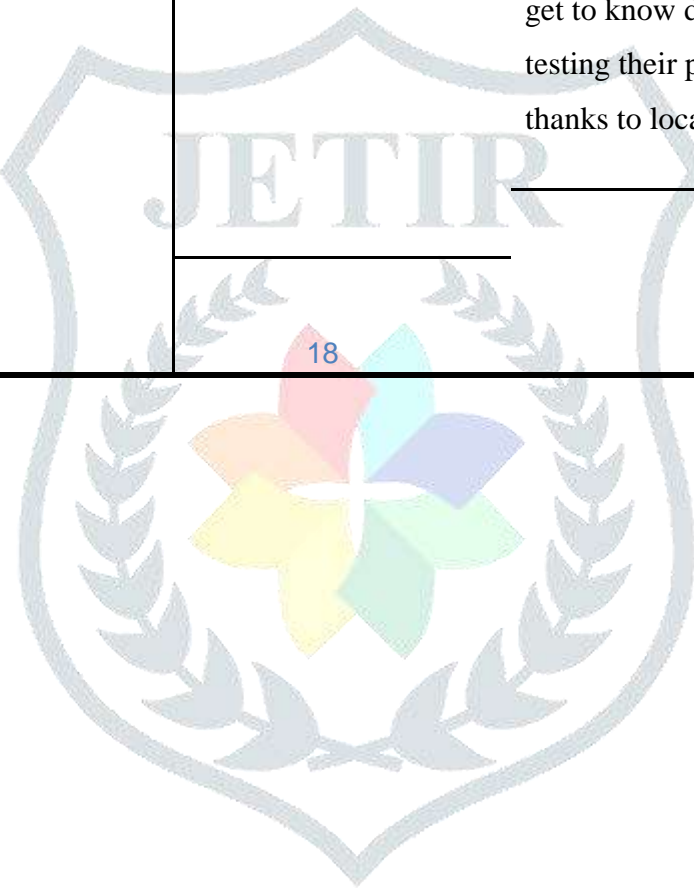
				<ul style="list-style-type: none"> • Production lockdown applies to brand content as well, yet brands need new assets to address the changing communication needs • Repurposing existing assets to produce fresh content is the need of the hour • Adapt, Re-Use and Recycle assets using multiple formats that can be produced during lockdown • 2D/3D & VFX • 3D Graphics • Video cutdowns / reformats with existing footage • Influencer content
13	<p>The 2020 topics and trends (Facebook)</p> <p>Facebook report (Asia pacific)</p>		<ul style="list-style-type: none"> a. Straight To the gut (Australia) b. Domestic trends (India) c. Indonesia (Esports) 	<p>Australia is a leader in wellness trends(avocado toast, anyone?), and recently, the gut has taken center stage.</p> <p>Research linking gut health to the kidneys, heart, and brain has inspired Australians to explore ways to ensure overall health by maximizing good bacteria inside the gastrointestinal tract.</p> <p>Kefir, a fermented yogurt drink rich in friendly microbiota, is surging in</p>

				<p>popularity² on grocery shelves and in cafés, and people are looking to other fermented products such as kimchi and even cultured butter to boost gut health naturally. And since dietary fiber promotes healthy gut flora, people are not only eating more produce but swapping traditional pasta and other foods for high-fiber varieties; one company selling chickpea and lentil-based pasta is one of the fastest-growing food purveyors in Australia. Viewing the gut as a gateway to overall health, Australians are seeking out ways to promote health from the inside out.</p>
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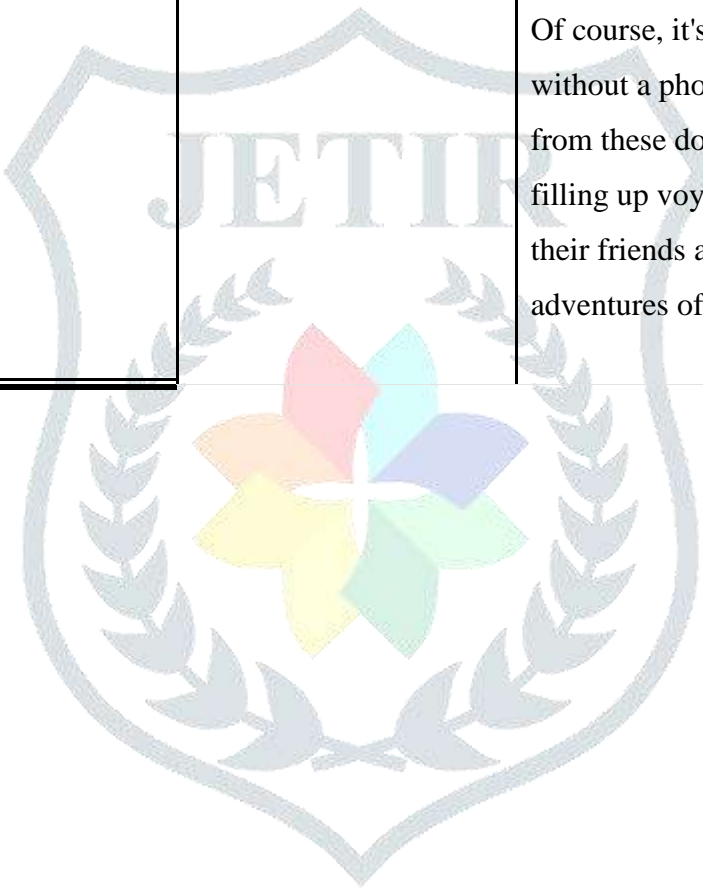


Tourists from around the world have long flocked to India for its natural offerings. Now, more Indians are looking to explore the outdoors in their own country. People in India are lacing up their boots and donning backpacks to embark on adventures such as trekking and mountaineering, which help them get to know different regions while testing their physical limits. And thanks to local attractions, the

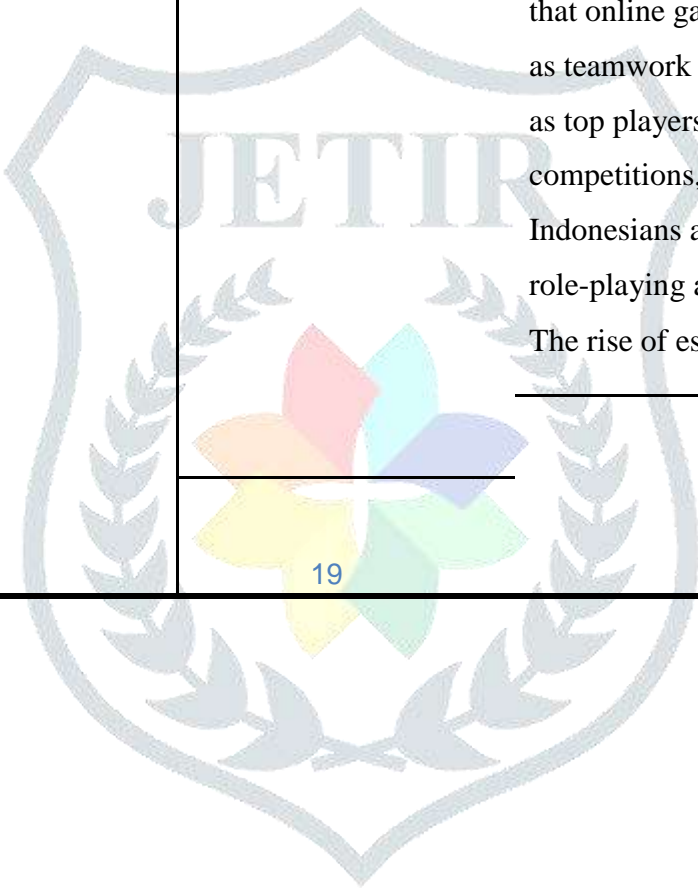
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				<p>popularity of adventure sports rose 17 % from 2015 to 2018. Goa, for example, has become a top destination for parasailing, and Sikkim, near the Himalayas, has become a popular spot for biking and rafting.</p> <p>Of course, it's not an adventure without a photo; travel photography from these domestic destinations is filling up voyagers' feeds, inspiring their friends and family to embark on adventures of their own.</p>
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E-sports, a form of competitive gaming where people play against each other in real-time online, has been popular¹⁰ in Southeast Asia for a while, but it has struggled to get a foothold in Indonesia – until recently. While gaming was previously seen as recreation in Indonesia, people are recognizing that online games instill virtues such as teamwork and goal-setting. And as top players enter international competitions, they're helping Indonesians acknowledge online role-playing as a viable profession. The rise of esports is part of a



				<p>growing interest in the world of online games: The domestic gaming market is growing¹² at an annual rate of 37%, and the number of people playing mobile games in Indonesia has been growing at a 12%¹³ annual rate. Indonesia is beginning to host¹⁴ some of the largest esports competitions in the region, attracting even more players with the promise of fame and glory. Indonesia may be late to the game, but its esports players are quickly cementing the country's place on the world stage.</p>
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STATEMENT OF PROBLEM:

1. Analyzing the various shifts in marketing trends influenced solely by the COVID-19 pandemic in 2020
2. Identifying top 8 consumer trends that dominated the marketing field in 2020

RESEARCH GAP:

With various new trends every day, we cannot be sure what will be the major trends that will affect 2021, and what will be its implications on any brand's marketing as they are fast-changing and we see a gap here.

RESEARCH OBJECTIVE :

- Primary: To identify the major Emerging key trends that have affected the marketing of various brands and their products.
- Secondary: To understand how these key trends have affected the consumer buying behavior and patterns

METHODOLOGY

We conducted secondary research to better understand our research gap and to evaluate the problem statement

IMPORTANT TRENDS WHICH HAVE MADE AN IMPACT:

1. Increase in Hygiene quotient:

The continuing coronavirus epidemic has had a significant impact on consumer behavior, with numerous new purchase and usage patterns emerging and many upcoming trends being accelerated.

After COVID-19, the “Hygiene Quotient” of shop space will be a critical factor. Due to the corona epidemic, we are all going through a tough time in our life. According to a report by Gypsy, the insights division of digital agency Tonic Worldwide, with the country's continuous lockdown, hygiene quotient

(HQ) has come to the front of customers' concerns, with data indicating a 643 percent spike in searches for "how to wash hands."

Further, accordingly, once the COVID-19 became a worry, personal cleaning products witnessed a 56 percent increase in sales. Antiseptic liquids, antibacterial liquids, and wipes experienced a 51 percent increase in usage, while household hygiene goods like phenyl saw a 47 percent increase in consumption. Shampoo and toothpaste, which are used daily, saw a 5% increase in usage.

Although the notion of health and hygiene is not new in the nation, the epidemic has brought it to a new level. As a result, several businesses began selling masks, sanitizers, and other such items alongside their other offerings. Customers also want to know what measures the firms have done, and that the companies are as concerned as they are about the infection.

Consumers prioritized the purchase of their most basic hygiene and cleaning goods, which coincided with the 'buying local' trend.

Consumers' safety concerns grew in tandem with their hygiene concerns. Early on in the COVID-19 pandemic, many people made safety a top priority in all aspects of their life, including beauty.

Ingredients listings were scrutinized more rigorously, and safe packaging was prioritized as customers scrutinized everything. Many predicted that the 'safety-first trend would lead to a drop in naturals as customers prioritized preservatives and non-natural components over naturals if it meant ensuring their safety. Hygiene packaging is a form of protective packaging for a variety of items.

These packaging options help to improve cleanliness. Rising hygiene concerns might significantly enhance the hygiene packaging market's development potential.

Consumption of packaged, ready-to-eat foods has decreased significantly. The nutritional content of items is a concern for consumers. Long-shelf-life products like tetra pack milk experienced a 6% drop in consumption, while packaged foods like snacks and instant noodles saw a 17 percent drop in consumption.

Companies all around the world have been monitoring and observing how and in what ways customers have become hyper-aware of their health and immunity, so it's no surprise that this HQ aspect has been monitored and observed. It became a question of how to run their stores in a safe and sanitary manner to build trust with their customers, especially as retail locations progressed.

Example: GODREJ PROTEKT BRAND

In light of the seriousness of the Coronavirus (COVID-19) outbreak, Godrej Protekt, a line of hand hygiene products from Godrej Consumer Products Ltd (GCPL), has launched the 'Protekt India

Movement,' which aims to raise public awareness by informing them about the preventive measures that can help them avoid contracting the virus.

Godrej Protekt's digital anthem, created by Creativeland Asia, is based on the idea that, while coronavirus is a pandemic that may potentially impact everyone, it can be avoided by simply washing hands at the appropriate times. As part of the #ProtectIndiaMovement, the digital anthem emphasizes the need for hand hygiene not just when they are unclean and stinky, but also daily.

Godrej Consumer Products Ltd (GCPL), located in Mumbai, has launched a powerful digital campaign for its Protekt hand wash and sanitizers to raise awareness about the importance of washing hands regularly to prevent the spread of viruses.

2. Lockdown grocery lists, E-commerce, and COVID-19 buying behavior change in consumers during the pandemic

According to the EY Future Consumer Index, 42% of consumers believe their purchasing habits will alter fundamentally.

One of the most popular consumer trends has been the usage of e-Commerce to make purchases during the shutdown; there was a surge in demand, with many first-time online shoppers. The lockout, growth in smartphone usage, and improved, faster broadband connections are the triggering causes.

The COVID – 19 pandemic crisis has affected how people buy groceries. Even perishables like milk, eggs, and bread are increasingly being purchased through online shopping platforms. For safety reasons, several online food retailers are supporting local governments in managing doorstep and contactless delivery.

Women and those with a tertiary education boosted their online purchases more than others, according to studies. When compared to younger people, those aged 25 to 44 reported a greater rise.

In Brazil, the growth was greatest among the most disadvantaged people, particularly women.

There has been a "structural change" in purchasing behaviors as dependence on e-commerce has steadily increased. This change occurred not only in India's big metro areas but also in rural regions, which witnessed the largest retail sales.

Grofers found that 64% of all new users on its platform in the previous year were first-time online grocery buyers, while 20% were completely new to the notion of e-commerce. The combination of consumers'

interest in avoiding public places, government orders to stay at home, and the continued need for groceries and essential goods has made online grocery delivery services from the likes of Walmart, Amazon, Target, and Instacart indispensable.

Furthermore, immediately after the shutdown, Flipkart saw a 50 percent increase in new users, with tier III and above seeing the greatest rise of 65 percent.

In April 2021, year-over-year growth in online grocery purchases slowed to 25%, down from 92 percent the previous month, as retail limitations were eased, encouraging more people to shop in stores.

At the same time, while internet spending has increased dramatically, consumer spending has decreased dramatically. According to the report, the average monthly internet spending per person has decreased substantially.

The IBM Security Survey, headlined "Pandemic-Induced Digital Reliance Creates Lingering Security Side Effects," showed that during the pandemic, Indians generated an average of 19 new online accounts across all age groups, with roughly three new accounts for social media and leisure.

EX: BIG BAZAAR- DOORSTEP DELIVERY: Grocery Delivery: Big Bazaar Starts Doorstep Service Amid COVID-19 India

In major cities including Delhi, Mumbai, Bengaluru, and Gurugram, grocery chain Big Bazaar has entered the battle by introducing doorstep delivery services.



3. Digital Advertising Strategy

When individuals are unable to walk outside, they are unable to see banners, billboards, and other advertisements. People are less likely to watch television, and radio is nearing the end of its useful life. As a result, marketers, and businesses have just one option: 'digital marketing.'

Companies in 2020 had to have a strong online presence, with well-designed and intuitive websites that used the correct keywords in their content, and so on.

Omnichannel marketing is one of the most popular digital marketing concepts. Brands must now actively interact in different social media platforms such as Facebook, Snapchat, Linked In, and even newer apps like TikTok.

Your consumers are online more than ever before, thanks to statewide stay-at-home orders and different company limitations. Even if your company thrives on in-person encounters and sales possibilities, these new regulations force businesses to implement internet marketing strategies to stay in business.

The importance of an online presence for a brand or a corporation has never been greater, and with Covid-19, the methods that firms were employing to compete in the market were no longer viable. To build the roadmap forward, they needed to come up with plans and tactics in a short amount of time. For businesses that have had to pivot to digital events to maintain a specific customer's attention, innovation has been the motto – and the struggle has been real.

In-housing appears to be one trend that is aiding brand promotion. Bannerflow, a creative management platform, publishes an annual 'State of In-Housing study. According to their 2021 survey, 58 percent of top marketers have observed a boost in innovation among their in-house teams. According to the research, marketers believe that in-housing will be critical to the business in 2021 and beyond.

Brands are deciding on a working style that best matches their needs. Some companies choose an entirely in-house marketing agency strategy, while others prefer a more traditional approach, with increasing companies choosing for a fresh, hybrid approach.

New technologies that allow hyperlocal marketing based on pin codes have been created as digital marketing has become a need rather than a luxury, with over 160 million MSMEs using Facebook, WhatsApp, and Instagram to advertise their companies. Businesses are now attempting to influence purchase life cycles with digital technologies.

More and more technology is available to help create a wonderful client experience, ranging from the previously stated web platforms to the sophisticated technology that can optimize individualized ads. What

works for one company model may not work for another, and there's a lot to think about when making significant business decisions like restructuring or digital transformation.

Influencer marketing is increasingly being utilized by businesses to target more specialized audiences, particularly around the launch of new goods. Customers who are unable to visit a retail store and speak with a salesperson rely on influencers as a reliable source.

As the number of people using the Internet continues to rise worldwide, companies must recognize the importance of being visible to their target audience to succeed. Given that customers are still making purchases, businesses must be prepared when their target audience conducts an Internet search.

A significant question is whether these online actions are just the result of the most unusual conditions in living memory, or whether they represent the trigger for a larger shift toward online commerce, making digital marketing a higher priority. Because the world was getting increasingly digital, digital marketing was becoming the way of the future. The pandemic has created the circumstances for a clear acceleration of an already established trend.

4. “Revenge shopping”

Revenge shopping is a phenomenon in which customers feel deprived of specific products or experiences and, as a result, when given the opportunity, spend more money on these items and activities. When consumers return to their favorite stores after a long period, this happens. Groceries and other needs are not included in vengeance shopping; instead, nonessentials are the focus.

A trend that began around the time of the first wave was backed up by statistics on people's revenge buying tendencies, which were, of course, confined to those with sufficient disposable means.

The increase in revenge shopping will benefit brands with a devoted client base initially. Other manufacturers and merchants may need to provide discounts and price reductions to entice customers to fulfill their need for vengeance without spending a substantial amount of money.

When the globe was put on lockdown and it took months for it to be lifted, the notion of revenge shopping' became a post-pandemic dream. Consumers are desperate to make up for the missed time by spending more money. Companies will be able to make up for the lost time to some extent as a result of this.

Retaliation buying will most likely take place online, but customers will also shop in-store more since they are more comfortable acquiring items from shops. However, this is only possible if the global curfew is abolished. Consumers will choose to purchase through an online sales channel until that time comes.

According to a RedQuanta study, Indian customers may skip big-ticket retail purchases in favor of low-cost pleasures, or the "Lipstick Effect." Brands providing moderately priced feel-good indulgences or accessories would profit, according to Red Quanta's study into what Indian customers are thinking.

According to PwC, if the lockdown is removed, India may experience a surge in "indulgence consumption." Most buyers, according to Nikhil Prasad Ojha, partner at Bain & Company, will stick to what they need to buy and save their splurges for more predictable periods.

As more individuals begin to emerge from their lockdown funk, there appears to be a glut of demand ready to burst. Clothing and cosmetics sales are projected to grow when people return to work and universities reopen.

As they emerge from the crisis, businesses must focus on providing excellent value and assisting people in feeling good. To stay on top of customers' minds after the epidemic, brands will need to continue with initiatives that saw increased online activity during the outbreak time, including engaging and interactive digital campaigns emphasizing conversational and social commerce. Brands are prepared for consumers who want to make informed decisions. Make sure your marketing and strategy reflect this and think about how to make the most of in-person interactions and in-store transactions to provide customers with exceptional service and a reason to buy.

Eg: Hermes' 2.7 million in sales in Guangzhou.

In China, the concept of vengeance shopping has already been shown to be real. The Hermes flagship store in Guangzhou, China, allegedly made \$2.7 million in sales on the day it reopened in April last year.

On the reopening day of its main shop in Guangzhou in April, Hermès made at least RMB19 million (\$2.7 million) in sales. Rare bags were delivered to the area expressly for the launch, including a diamond-studded Himalayan Birkin. The total for a single day is thought to be the greatest for a single boutique in China. According to Mintel, more than half of Chinese consumers have been financially impacted by the crisis, indicating that this isn't indicative of a larger or longer-term trend.

5. Digital Healthcare, The Rise of Telemedicine :

During the lockdown, we noticed that finding doctors was tough, and getting to the hospital was far more difficult; as a consequence, telemedicine proved to be the most effective solution.

Telemedicine and digihealth can be defined as the provision of healthcare services at a distance. It enables healthcare professionals to send assistance to remote locations via telecommunication and various digital mediums.

In this pandemic, we have seen a paradigm shift in how telemedicine has seen a surge and how various hospitals and health centers have used it as a marketing tool, to improve the brand image of the hospital, as there was heavy demand for the health care services during covid. The medical practitioners diagnosed, evaluated, and treated patients quickly and efficiently, saving them money on travel expenses. It entailed the use of software and electronic communications to provide telemedicine solutions for patients who did not wish to visit health centers in person. In the realm of telemedicine software, investment has skyrocketed. There has been a 40 % rise in online consultations in 2020-2021, Hospitals have seen this digital healthcare trend as an opportunity and have partnered with various digital platforms and also have opened their own.

We have seen this trend increase immensely in the urban population, as the use of digital technology is higher and the telemedicine software industry is expanding at a rapid pace and the urban crowds are accommodating this trend immensely which has made it imperative for the major brands in the healthcare sector acknowledge this and use it for their brand image.

Ex: Apollo Hospitals.

Apollo Hospital employs demographic and psychographic segmentation strategies based on age, gender, income, region, and marital status. Because the Apollo Hospital Group has a presence in a wide range of Healthcare offerings, it employs a differentiated targeting strategy.

It had online pharmacy stores, which had Ads running on various social media platforms and used various strategies such as SEO, Responsive website, Email marketing to enhance its brand Images. It had facilities such as Telehealth before the pandemic, but seeing the rise in the digihealth during the pandemic it has launched multiple apps for pharmacy, online consultations, and online appointments and promotes the same with the help of social media and other digital mediums.

6. Brand trustworthiness:

The COVID-19 pandemic is creating a new reality for brands and everyone is feeling the impact. Building loyalty in a time of crisis can make or break a brand.

Organizations are turning on a dime to improvise and make difficult decisions that will ultimately have lasting effects on their brands. When asked what factors make consumers trust brands more, the top three responses focused on the well-being of customers, the well-being of employees, and not taking advantage of the crisis to maximize profits. Consumers trust a brand for the cause they stand with. People want brands to use their power to educate.

Customer relationships and trust during a crisis continue to be shaped by factors such as empathy, personalization, convenience, and digital transformation. Brands are using digital platforms, advertisements to create awareness about the pandemic and are building trust among consumers about their brand and its purpose and are fostering a community ..Brands that work both online and offline have taken measures to show that they care about their customers and employees by getting them vaccinated, wearing masks at stores, etc. Businesses are realizing that they cannot escape the transparency offered by social media which in return affects their brand image.

Ex: Dettol

In Honor of Coronavirus Warriors, Dettol is Replacing Its Iconic Logo. Reckitt has curated 100 stories from across India and carried them on its liquid handwash packs as part of its #DettolSalutes campaign in honor of the protectors who have helped numerous people during the pandemic. “For the first time in its history, Dettol replaced its iconic logo with an image of a Covid protector, along with the protector's inspirational story, as a tribute to Covid-19 warriors.

Furthermore, Dettol has launched a website where people from all over India can share their stories and recognize Covid protectors in their midst by creating customized virtual packs and sharing them on their social media channels. The goal is to cover a wide range of topics to strike a personal chord with people from all over the country. Dettol hopes that by changing its brand packaging and replacing its logo, it will be able to reach out to its customers and show its solidarity by instilling hope that they will be able to get through this difficult time

7. Brand Collaboration with the video games Industry :

The explosive growth of gaming during the pandemic has demonstrated that many people have discovered a new outlet for much-needed connection in their isolation. According to Deloitte's 2020 digital media

trends survey, during the crisis, one-third of consumers subscribed to a video gaming service used a cloud gaming service or watched esports or a virtual sporting event for the first time.

During the COVID-19 crisis, more people stayed at home with free time, families played games across generations, and in-person live entertainment was put on hold. Looking ahead, there are several takeaways from the recent surge in gaming that point to future industry transformations. The increased interest in gaming may hasten the already-in-progress shift toward game delivery via mobile and cloud-based platforms.

We can expect the gaming industry to expand its collaborations with other entertainment sectors. Video gaming is expanding from a form of entertainment to other industries, including its use as a marketing tool. With new businesses springing up daily, brands require innovative strategies to capture attention and spread their company message. Video games have grown in popularity as a means of connecting with customers. According to video game marketing statistics, there are over 2.7 billion active gamers worldwide who play their favorite games for an average of 6.5 hours per week.

Brands are collaborating with video games to promote their products majorly to the millennial demographic by releasing products in the area of clothing, footwear, and electronics. Another popular way for esports partnership is becoming a team's official sponsor.

There are many professional teams in various esports games, and the most appealing aspect of team sponsorship is that your brand is represented in every competition in which they compete. These events draw a large audience, allowing brands to gain a lot of exposure and popularity among the gamer demographic.

Ex: Brands and popular gaming influencers can also work together on a merchandise deal aimed at the influencer's loyal following. Consider the brand partnership between Adidas and Tyler Blevins to launch a new sneaker collection. Blevins, better known as Ninja, is the most followed Twitch gamer, and this collaboration allowed Adidas to tap into his massive following which increased the sales of the shoes.

8. Online payments as a marketing tool :

According to a report by fintech firm Razorpay, online transactions increased by 80% in 2020 compared to previous years, owing to the strong adoption of digital transactions in tier II and III cities.

UPI transactions outgrew cards, net banking, and wallets by 120% in 2020, becoming the most preferred mode of payment, particularly in tier II and III cities. Retail transactions increased by 38.2 percent in value, following 45.8 percent growth the previous year. They accounted for 99.4 percent of total digital transaction volume and 17.2 percent of the total digital transaction value as reported by RBI.

Payment technologies are here to stay and will continue to expand their influence and impact on retailers. Marketers are understanding and embracing new technologies to compete in today's everchanging business world. Customers expect these types of seamless payment processes to become the new norm, and businesses must jump on board and build loyal customers.

Payment technologies are becoming a marketing tool as brands are promoting them as convenience features of the brands to increase their customer base. A seamless user journey is at the top of the list for all businesses, not just digital retailers. However, anyone attempting to approach the consumer experience aspect of the sales process. On that basis, retailers, mobility companies, and banks would all be competing for the same customer. Modern consumers judge the checkout experience by comparing the financial service experience to trendsetters in digital or community management, not by the nature of the services. Companies are offering solutions to buy now pay later, easy installment options

And subscription services are the options consumers are preferring these days and choosing the brands which offer the same.

Ex: Amazon Go, The Amazon Go stores represent the pinnacle of this natural (non-transactional) shopping experience with no payment option, where the consumer walks of the shop and pays later, which consumers are finding convenient.

SUMMARY:

During a period of economic crisis, the marketer's function may appear to be obsolete. On the contrary, this provides a chance to detect changes in consumer behavior and virtually connect with customers in new ways. In these changing times, marketers must view clients as people rather than as categories.

Although there are many unknowns regarding how the approaching years will affect people's businesses and personal lives, it is critical to find answers for both spectrums to boost future marketing investments. Increased time spent at home will inevitably lead to more time spent online, which will boost your new marketing initiatives aimed at reaching your target audience.

With an explosion of news and the most significant societal change in centuries, it's no surprise that consumer perceptions of the COVID-19 epidemic are continuously shifting; consumers prioritized the purchase of their most basic hygiene and cleaning goods, the COVID – 19 pandemic crisis has affected how people buy for groceries, etc.

It has gotten tough for marketers to navigate the world after the COVID-19 pandemic struck. Marketing, on the other hand, is the magic wand for many businesses, and it is demonstrating its prowess through internet platforms. One immediate decision that marketers must make is whether or not they want their ads to appear alongside news coverage about the pandemic.

Nearly all advertisers will need to modify their media strategies in light of the COVID-19 epidemic. Brands can choose whether, where, and how they want to participate in the discussion by knowing the subjects and trends that consumers are interested in. As a result, companies must use customer sentiment tools.

FINDINGS:

- This research paper gives a detailed study about Emerging Key trends and their Implications on Brand Marketing
- This study gives an introduction to multiple trends that have changed consumer buying behavior and their approach to the various brands.
- This study gives an understanding on how brands are evolving to the changing trends and are building a community of consumer around the same.
- It highlights how the pandemic has paved way to new trends and the perception on the brand have been changed by the consumer on the basis of their ability to care and adapt.
- It also highlights as to how the companies have used these trends as a marketing tool and have changed and adapted to the fast growing trends and have built a connect with the customers .

CONCLUSION

The study has been an analysis of how changing trends affected the brand's marketing strategy and the effect of the same it has on the consumer buying practices. These trends are changing rapidly and the

Covid-19 pandemic has led way to newer trends and brands are accommodating to the same. We understood the effect of these trends on consumer buying behavior, choices, and preferences and how they perceive the brand and its changes. We referred to many published articles, reports, and research papers that contributed to the secondary data collection for our study.

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