

A significant critical review of digital marketing opportunities and challenges in India with special reference in Indian market during covid-19

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Abstract:

The critical evaluation of digital marketing in relation to the Indian market is applied to this study in context. In this day and age, digital marketing is a quality that is quickly becoming prevalent. Digital marketing is more appealing to consumers and businesses than traditional marketing. The review is primarily based on the following topics: the foundation of the digital market, the concept of digital marketing, a comparison of digital marketing with conventional marketing, significant advantages of digital marketing, digital marketing as internet marketing, social media and digital marketing, the impact of digital marketing on the IT sector, and evidence that demonstrates the effectiveness and utility of digital marketing. The impact of digital marketing on businesses and an increase in brand awareness are also major topics of this study. The study is important from an academic standpoint as well as from the perspective of management application. The modern marketplace is overrun with various offerings. Additionally, consumer behavior is evolving daily. The priority of people in the globe is altered by COVID-19. People now take better care of their health. Socially and economically, this catastrophe alters life. People live alone in order to maintain their social distance. In this situation, digital marketing is crucial to the society. Through digital marketing, anyone may purchase anything, pay a bill, transfer money, and compare products without physically doing so. People will be more concerned about safety and trust after COVID-19. Therefore, a firm can approach clients through digital marketing and offer good service and products with safety and trust. This essay will concentrate on those elements that are crucial to organizations and society. In other words, organizations will encounter some difficulties as the reach of digital marketing expands. Customers' priorities are shifting right now, which will cause some factors to affect their buying behavior. The impact of these elements on digital marketing will change its strategy. This study will assist marketers in determining which aspects of consumer-based brand equity are influenced by sales promotions, and more particularly, which sales promotions—price promotions or premium promotions—are appropriate for use by digital marketers.

Keywords: Digital, business, Organization, Internet, Marketing, Social media, Conventional marketing

Introduction:

Marketing is notorious for its erratic, energetic, and fidgety business activities. The job of marketing has undergone significant change as a result of the multiple crises in the industry, including a lack of resources and labor, high unemployment, inflation, and economic downturns. Along with these crises, other factors contributing to the drastic change in the function of marketing include terrorism and war, dying businesses and industries, and rapid technology advancements in some sectors. Different people use the idea of digital marketing in diverse ways. The terms "internet or web marketing," "e-marketing," "e-commerce," and "e-business" are sometimes used interchangeably with the phrase "digital marketing." Even if each of these concepts is connected to the others, there is still a difference between them. Additionally, Internet marketing refers to the promotion of products and services over the internet, which necessitates a live, real-time internet connection (Yasmin, et al., 2015). The term "E-business," on the other hand, is used to refer to a wide range of activities that involve the use of modern technology in both internal corporate processes and contacts with third parties. E-business includes both e-marketing, which represents its side of marketing, and e-commerce, which represents its side of commerce. Additionally, the phrase "electronic marketing," often known as "electronic marketing," refers to a process including digital and internet technology as well as the promotion of goods and services through automated channels or mass media. E-marketing is also understood to be an activity that combines the use of digital technology with information technology in an effort to finish the marketing processes, which include creating, communicating, and distributing value to customers as well as managing customer relationships. The word "E-Commerce" refers to both the financial firms using electronic media as well as the commercial aspect of selling and purchasing through the internet. The COVID-19 pandemic alters both social and economic spheres of life. The globe was shut down by the COVID-19 epidemic, and product production ceased. Because of safety and social distance, fewer products are being sold. Although the pandemic also has an impact on the development of digital marketing, this impact can be mitigated by analyzing client purchasing patterns. The priority of humans worldwide is altered by Covid-19. People now take better care of their health. Socially and economically, this catastrophe alters life. People live alone in order to maintain their social distance. In this situation, digital marketing is crucial to the society. Through digital marketing, anyone may purchase anything, pay a bill, transfer money, and compare products without physically doing so. People will be more concerned about safety and trust after COVID-19. Therefore, a firm can approach clients through digital marketing and offer good service and products with safety and trust.

Review of Literature:

Dasgupta and Ghatge (2015) assert that the Internet occupies a central position in digital marketing as a result of the ease with which it can be incorporated into and made compatible with a variety of digital devices, including tablets, mobile phones, watches, and so on. The Internet, which has changed the scope of marketing, is probably the most important development of the 20th century. Additionally, the Internet has emerged as a medium that supports the multifaceted goals of marketing, circulation, and relationship building, sales. With the aid of the internet, products are now placed, advertised, distributed, and purchased. The Internet modifies the traditional marketing mix strategy. Additionally, it enables the salesperson to promote an increased variety of mass-produced goods. The Internet's conveniences are noteworthy for comparing prices of comparable things. Additionally, the Internet adds a cutting-edge, quick, and simple method of circulation. Advertising has used the archetypal shift in which dialogues have taken the place of profitable messaging and consumers have evolved into storytellers. To implement a digital marketing strategy similar to "SEO" (Search Engine Optimization), "SEM" (Search Engine Marketing), then "PPC" (Pay-per-click), and others, salespeople and marketers are currently using a variety of marketing techniques. The term "Internet" refers to a global network of interconnected computers that are linked by specialized routers and servers. In relation to the global network, computers have files known as web pages that may be accessed by other computers that are connected to it. Three major network types—the "Intranet," "Extranet," and "Web"—are used to create the internet. Intranet procedures are carried out internally within a business using "Hypertext mark-up Language" (HTML). The extranet, on the other hand, is made up of two or more custody networks that are connected with the aim of sharing information. The Web supports a graphic user interface for browsing hypertext using a browser. The first public demonstration of "Advanced Research Project Agency Network" (ARPANET), the predecessor to modern electronic mail and the internet, took place in the year 1972. By virtue of the year 1985, the internet was already a mature technology that could sustain a large community of researchers and inventors. The World Wide Web (WWW), created in 1991 by Tim Berners-Lee, served as gasoline for the internet revolution. Additionally, the internet was totally unblocked for commercial use starting in 1993.

Concept of Digital Marketing:

As stated by Satpathy and Prabhu (2015), when digital channels were first introduced in India in 1990, they promised to convey the appropriate message to the right audience at the right time, providing a fun alternative to traditional media channels. This was the era of promotion and digital marketing. Digital media is positioned as a seamless collection of information, experiments, and projections that will eventually result in the most cutting-edge initiatives possible. It is revealed fifteen years later that the fact that it is inconceivable can still be far more unsettling than it initially appears to be. More so than at any other time in recent memory, the digital media landscape is currently complex. A domain that can turn the head of the advertiser has been developed by the continuous and quick presentation of new procedures, tools, data sources, and media consumption tools (such as tablets and cell phones). This experience is now a replica of one of these choices that involves realizing that the intended results must be attained in order to meet their numerical objectives. Digital media is fantastic at generating information on people's identities, preferences, and online whereabouts. With the techniques and information they require to comprehend and apply knowledge from throughout the digital scene, this book motivates people to operate more efficiently. To better appreciate why digital channels draw a lot of adventure time and money from conventional media, the first digital warranty that becomes a reality for all fans of all fields would be ideal. The mid-1990s through the present have seen a significant transition in the digital media landscape. Over the years, we have informed them about two detestable media compositions that have been made for 10 years. The first is paid media, such as TV advertising or paid search (see Google AdWords). A digital media outlet that accepts payment in exchange for using a brand is known as paid media. The challenging medium is the second. This is a general term for a platform or media resource that a business declares, manages, and employs to communicate with the incoming audience. The types of media websites that are most frequently claimed include buddy sites, email marketing sites, and marked websites. For bought and claimed media, clicks are always important data to gather and test. In any case, it might be useful to keep tabs on what happens once a client taps a connection; however it might not always answer questions. The development of a third medium known as acquired media occurred recently. Others think the term Free Media, which some advertising professionals use orally to identify themselves, was invented as a result of hearsay, chitchat, or a newspaper "getting popular online."



Above image showing various types of digital marketing

Mathew Johnson (2020) the corona virus has unquestionably made its impact on history, the authors conclude. How much would these changes alter things, should marketers be asking themselves? As the effects of the virus on various industries become more apparent, how will today's creative marketers make adjustments? Digital solutions should be a major priority for all firms, that much is clear.

Silvius stancliu, Riana Iren Radu (2020) the ability of some SME companies to respond to critical incidents and identify market segments, as well as the need to reevaluate the country's agro-food system (primary production - agricultural, industrial processing, and trade), national investments, and governmental support measures, are all discussed by the authors. They also express the need to make the educational system more flexible and its

preparation for carrying out face-to-face activities with the online version. The agro-food industry depends on imports, and when certain dire circumstances arise, the population's access to food may become unstable. Governmental investments in a national irrigation system are negligible, and agricultural production is reliant on climatic circumstances.

Kamaljeet Kalsi (2020) According to the study, "Free delivery" was the most popular way survey participants said businesses like restaurants and retailers could win their patronage, with nearly half of all respondents choosing this choice. Take-out and "Easy online ordering" were mentioned as ways to attract customers by 41% of respondents. 38 percent of consumers said they valued the service of "curb-side pickup." Even though "Commitment to local jobs" came in lower on the list and received just 30% of the respondents' votes, it is encouraging to see that customers are paying attention. When they require local businesses, 73 percent of customers use proximity-based search to find them. By a large margin, proximity-based search was preferred by consumers the most. In fact, shoppers were 121 percent more likely to use proximity search than they were to visit a local company website to identify nearby establishments.

Dr. Saraswathi Moorthy (2020) in their research article, the authors draw the conclusion that it is crucial to comprehend the need to examine online shoppers' purchasing patterns, particularly in light of the current global pandemic crisis. By doing so, online retailers will be better able to provide customers with hygienic and safe shopping experiences while maintaining social distance, this is crucial. Additionally, making it easier for customers to shop online can prevent them from leaving their homes, thus reducing the spread of the virus.

Abeda Shaikh (2020) the results of this study show that people's consumption patterns are changing, and it is anticipated that this trend would persist even after the normal returns. Additionally, it was determined that the virus would cause people to shop online more frequently as they stayed at home more and avoided going out. Equally crucial is maximizing availability to reduce out-of-stock situations. Online goods purchases by customers experienced delays. The Corona virus has caused consumers to alter their shopping habits.

Mohammad Waliul Hasanat (2020) they state in their research study's conclusion, "The influence of the corona virus on Malaysia's online business is covered in this research paper. "After analysis, it was shown that this pandemic disease substantially hinders online enterprises. The country is suffering greatly as a result of the rising death rate, but in recent days the economy has also declined. It is anticipated that it will be considerably harder to return and improve the economy than it was before. Increasing the nation's sales is likewise extremely difficult. It is advised that researchers do their research on the Covid-19 taking all potential outcomes into consideration. The trading environment between China and Malaysia will benefit from this.

Four actions can address immediate customer needs and prepare for the future.



Focus on care and concern

- Reach out, but with support, not marketing
- Make a priority of employees and community
- Stay true to company purpose and values



Meet your customers where they are

- Innovate digital models to help customers weather the crisis safely from home
- Expand home delivery options
- Consider contactless operations



Reimagine the post-COVID-19 world

- Economic hard times will force cost cuts
- Migrate customers to digital channels to save money and boost satisfaction
- Brick and mortar stores may look very different post-crisis



Build agile capabilities for fluid times

- Tap social media, not surveys, for quick customer readings
- Solicit employees for ear-to-the-ground insights
- Save time with "test and scale" labs
- Pay attention to "failure modes" indicating that you've missed customer signals

McKinsey
& Company

Above image showing four major actions which can address immediate customer needs and prepare for the future

Comparison of Digital Marketing with Conventional Marketing:

The significant differences between digital marketing and offline marketing are:

Expenses: In order to produce everything through their transactions or administration, businesses invest a lot of money in enhancing their image. Mid-term expenditures for web marketers must be significantly higher than those for offline marketing due to the need to pay for goods, wages, rent, and other expenses. Compared to isolated innovations like television, radio, or newspaper campaigns, (sites with SEO), social media advertising, or a web robot are comparatively more economical (Katta, and Patro, 2018).

Exposure: Progress made offline has its own restriction. The greatest severe exposure is never guaranteed by this. Online, at least, is borderless. He succeeds and receives the decisive exposure. Without having to open adjacent retail locations, they may produce an all-inclusive item. To store all of their raw materials, it is not necessary to have a sizable inventory or database.

Suitability: Internet marketing is not time-limited. Every time a customer buys an item or uses their service, they visit their website. Only when their point of sale is open may they wait for offers or consumers in the offline state.

Personalization: Offering customized offers to a select group of customers is still a challenge for the time being, even after web projects and client purchase histories have been studied. Personalization will indubitably help them by expanding their clientele. Similar to that, they may be able to emphasize a group of people for particular developments (Bala, and Verma, 2018). Furthermore, it is difficult to utilize these kinds of methods in a great deal of detached venues. Small firms can make use of the idea of digital marketing in an efficient way.

Social Media Influence: Online stores can be created with the aid of several social media networks. Additionally, internet retailers can use social media to build a sizable following for their business. Similar to this, people promote themselves well without advertising if they are providing the best services or goods. People begin mentioning their internet stores specifically or indirectly. It won't just expand their activities; it will also introduce new transactions.

Important Benefits of Digital Marketing:

Nominal struggle: One of the biggest financial burdens that businesses must bear is the cost of digital marketing and promotion. Spending millions on digital marketing and advertising may not be a hassle for large corporations, but for smaller businesses, it may be unthinkable or a horrible nightmare (Karimi, and Naghibi, 2015). A more affordable alternative to the conventional method is provided by digital platforms for digital marketing. They produce the same results at a considerably lower cost. They can join an email Digital Marketing provider for a few dollars and use it to deliver value-based or instructional emails to a sizable number of their mailing list subscribers.

Enormous rate of profitability: Nothing is more important to a corporation than the outcome of a bet it makes. For small businesses, digital marketing delivers a sizable return. When compared to standard Digital Marketing practices, email marketing and executing advertising campaigns through online social networking platforms are rather inexpensive.

Simple to quantify: One can easily determine the success or general results of a digital campaign. With a digital campaign, businesses may learn very quickly how an advertisement is performing, as opposed to a conventional approach where they must wait weeks or months to assess the viability of a campaign. Clients who utilize email as part of their digital marketing strategy can monitor the effectiveness of their communications, including how many were sent, how many were read, and how many converted. For estimating certain goals to be achieved on a website or blog, Google Analytics is an incredibly useful tool. Customers may monitor the performance of their adverts on Google search with the help of Google AdWords Chief. They can check how many people saw their advertisements and learn more about their conversion rates (Ryan, 2016).

Simple to modify: The best way for a business to survive will be revealed after it learns how to execute advertising. It is not difficult at all to add more to an elevation struggle that is going well with only a tick. Anyhow, for an advertisement that isn't shocking, it might very well be balanced as necessary or stopped completely with ease. Traditional digital marketing is more rigid because a ton of printed content needs to be tagged, and most of these claims are based on long- or medium-term goals. Therefore, supporters will still need to wait until the end of the agreed-upon period even if a battle isn't going as planned.

Worldwide: The entire planet has become a single global city. This transition has been made possible by digitalization. The methods of digital marketing enable ad wars to continue being understandable everywhere in the world. Additionally, this gives modestly new firms the uncommon opportunity to expand widely with the aid of the large display offered. The internet is flooded with stories of new businesses that, in a short period of time, became incredibly successful thanks to the doors that were opened by the worldwide idea of digital marketing through digital platforms.

Digital Marketing in as Internet Marketing:

According to Todor (2016), the definition of digital marketing, commonly referred to as internet marketing, is simply "reaching marketing objectives through the application of digital technology." Additionally, digital marketing refers to the use of methods and expertise to support marketing efforts in an effort to better understand customers by meeting their needs. Numerous commercial organizations in India have grasped the importance of digital marketing and how it affects the consumer. To better satisfy the needs of customers, many company organizations choose to combine traditional and internet marketing strategies in order to be successful. New-fangled ways must create new-fangled prospects for the company in order for a salesperson to complete their websites and achieve their corporate goals. An effective advertising strategy to build products and increase circulation for commercial organizations is to promote items and services online. Digital marketing is even more cost-effective to monitor ROI on promoting items and services, with perspectives on producing the results and calculating achievement for advertisement money used.

Social Media and Digital Marketing:

According to Fernandes and Vidyasagar (2015), numerous social media platforms like Facebook and WhatsApp have opened the door for companies to communicate with large numbers of people about their products and services as well as prospects for new marketing in relation to the broad market. The successful implementation of the digital marketing strategy will only be achievable when the managers of the various organizations are completely aware of using the new interactional tactics to draw customers to their business. Additionally, it is the responsibility of the marketing expert to comprehend online social marketing strategies and programs as well as how to do so successfully using performance indicators. Digital marketing has gradually replaced the old method of marketing due to the shifting market dynamics around the world and the accessibility of youthful audiences to social media.

In particular, for those products where customers can read several evaluations and leave comments about their personal experiences, blogs—a further digital marketing tool—have effectively generated a brunt to raise sales profits. Online reviews for organizations have been a tremendously effective component of their overall marketing strategy. Modernized digital marketing techniques and technologies are more persuasive and efficient than traditional marketing techniques.

Impact of Digital Marketing on IT Sector:

Alavi (2016) asserts that digital marketing is the most effective strategy for boosting a commercial organization's traffic approach. On the other hand, in the business world, digital marketing is seen as the most widely used marketing and advertising tool that has a tendency to replace outdated marketing techniques. Traditional marketing strategies enable an organization to reach a small number of audiences, whereas digital marketing enables the organization to reach a large number of audiences as there are several cities where the residents do not have access to modern amenities but do have their own smartphones. This is why many businesses are becoming more aware of how to use the digital platform to broaden their approach to the brand.

This cutting-edge method of marketing has been used by many businesses, which has altered their online marketing approach. Initiatives use digital marketing as the key to building their brand and provide them with the chance to

compete at a higher level as time and money savers, strategic tools, and digital tools. They also use this significant marketing technology to endure for a very long time. More than anything else, it provides variety, ease, easiness, and an immediate approach. This enables the marketer to successfully engage the target demographic and offer the customer benefits. Digital marketing, according to Dasgupta and Ghatge (2015), is a sizable umbrella that provides protection for both technical and non-technical services looking to gain popularity online. The modern IT sector has created a wide range of work categories that allow people to pursue careers and demonstrate their skills. Additionally, it encourages experts from a variety of fields, including web development, web design, artists, brand consultants, social media consultants, graphic designers, content writers, etc., to come together and work cooperatively toward creating a graphic illustration of ideas that are not very difficult to get the audience's attention. In contrast to the industry's explosive growth, the demand for creative specialists in the field is rising, producing more jobs in India and making it a hub for IT operations.

Impact of Digital Marketing on Business:

The modern society is driven by digital technology, according to Paul et al. (2018). People may not always have access to clean water to drink, but they often have smartphones. Because of this, the majority of consumers are at ease with online marketing. Digital marketing is currently another major influence on people's life. Digital marketing also has an impact on consumer behavior, work routines, and social interactions. Digital marketing needs to have a firm grasp on how to apply the digital universe in a way that maximizes brand effect and brand awareness. In addition, the realm of digital marketing opens a door for potential customers to have a sense of ownership in the brand. Additionally, because customers constantly view information from the brand, digital marketing offers the chance to feel connected to the company. This encourages potential customers to test out products and services that they previously would not have recognised. There are around 3 billion people who regularly use social networking sites. According to a study conducted by an advertising agency, people tend to follow businesses on various social media platforms more frequently than they do individuals. Eighty percent of users of Instagram, a website for posting pictures, follow at least one business. Because of this, now is without a doubt the ideal time to use digital media to improve a brand's image and achieve additional goals that are beneficial to the overall goal of the company.

Increase in Brand Awareness:

Today, the social networking platform is used by more than half of the world's population. As a result, connecting with highly targeted potential customers on social media is natural. Utilizing social media can aid a company in brand promotion and increased brand awareness. According to a survey, almost 60% of Instagram users have encountered new products on this platform. It shows that customers connect with both established companies that they are already familiar with and cutting-edge ones that they find on social media sites.

Generation of Leads:

Digital media is a low-commitment tool for potential clients to show interest in a business as well as the products and services. When new customers express interest in a company via digital media, it indicates that they are interested in both the brand and its products.

Boost in Sales:

A person can be able to sell any products on the platform of social media. Besides, a boundless strategy of digital marketing can fetch in upright business and chances for a brand. Those people who use the platform of social media is on the growth and social sales implements endure to progress. And this makes the network of social media progressively significant for eCommerce as well as product exploration.

Involve Consumers and Viewers:

Social media platforms give brands the option to interact with customers in an unwavering manner, and customers can do the same by connecting with brands on social media. There are numerous digital marketing firms in India that provide consumers with digital marketing services. A digital marketing firm called SRV Media provides complete digital solutions for all business requirements.

Conclusion:

Therefore, it is accurate to say that practically everyone is always connected to everyone else and everything else. Thanks to mobile technology advancements and affordable data, the average person may now access the internet in their daily lives. To remain relevant in the modern world, businesses need to be present in the digital space; else, they will turn into digital. The perfect blending of form and suitability, comparable to the consumer experience, verbalizes what works and what doesn't. Therefore, there are no restrictions on internet marketing in India. Because business is advancing in virtual environments, the greatest strategy used by firms is to target customers while they are online on their PCs or cellphones and encourage them to try their products. Because of this, businesses have continually centered their operations on digital marketing techniques. Because numerous organizations have made the most of the more than three methodologies—email marketing, social media marketing, and mobile marketing—marketing has become more technologically advanced and businesses are more active in actualizing sustainable company ideas. Consequently, it is possible to assert that the success of a firm and digital marketing tactics are mutually inclusive. Since everyone and everything is constantly connected through methods for digitization, businesses who want to increase their profits should operate in accordance with Indian digital marketing tactics. Organizations should care for their customers and try to support them with creative solutions. They should also try to use digital platforms to serve their customers in a safe manner while maintaining social distance. They should also understand their customers' behavior and try to meet their needs in accordance. Finally, they should use online deliveries while maintaining a hygienic environment. Employers should assist and care for their staff. Utilize social media to get customer information and uphold your social distance. In order to sustain contact-less delivery and save time and money, businesses should plan for the future in accordance with the evolving needs of their customers and build a secure digital infrastructure. It might be difficult for groups to put together the funding and skilled labor needed for infrastructure development.

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