

# Changing Trends of Marketing During COVID-19

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## ABSTRACT

Today we are facing war like situations which is even worse than world wars where the fighting ground was clear but now the fighting ground is our locality, market place and offices. As until now no medicine for COVID-19 came so SOCIAL DISTANCING is the only way out so ONLINE MARKETING has been proved as an immediate medicine to this pandemic. During immediate span of time there is tremendous increase in the online shopping transactions so increase in online shopping and marketing is seen as a recent trend in current scenario. As majority of buyers who are having internet facility and smart phones are preferring to purchase online rather than going to market and search for their products personally. So in this background a study was conducted involving responses from 51 buyers who have answered to online questionnaire framed to know their preferences and opinions regarding online purchasing before COVID-19 and during COVID-19 phase.

**KEY WORDS** - Social Distancing ,Online Marketing, Pandemic, E-Commerce , Information Technology

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## INTRODUCTION

Today we all are facing those hard phase of life which we have not experienced earlier . Everyone is fearing of Corona Virus trying to do all which can help a person to protect his\her family from the virus. Online shopping is the need of the hour , as in this tough time we are going through , it is better to go for online marketing than traditional purchasing . So change in the pattern of marketing is seen as majority of buyers who are having smart phones and internet facility prefer to purchase online rather than going to market physically . In online marketing , more than thousands of product of different sellers are shown which offers variety in purchases . So the trends in marketing has changed tremendously and now the need of time is that the commodities which can be purchased easily online is preferred than traditional method of purchase. Now due to advancement in information Technology and transportation the mode of online purchasing has increased tremendously. Now online shopping has reached to a multi- trillion dollar industry as there is tremendous growth in online selling from \$ 1.3 trillion in 2014 to \$ 4.2 trillion in 2020 all over the world. According to Oberlo, there are 2.05 billion online Shoppers in 2020 in world as compared to 1.32 billion in 2014 so E-Commerce trends are at high pace this time.

## STATEMENT OF THE PROBLEM

The spread of covid-19 has substantially affected the way of purchase of customers. Majority of buyers who were earlier purchasing from shops near to their living places are now prefer to purchase online . Earlier only those commodities which were not available in nearby shops were purchased online but now those commodities are purchased online which are available easily in the nearby shops . So a survey was conducted to study key changes in behaviour of the buyers in recent period of covid-19 and reliability on the online purchase by customers during these tough times.

## OBJECTIVE OF THE STUDY

- 1- To analyse the purchasing behaviour and change in the pattern of the purchase of customers during covid-19
- 2- To analyse the causes of preferences of Customers to online Selling than personal selling
- 3- To know the immediate change needed in online marketing tactics

### Hypothesis of the study

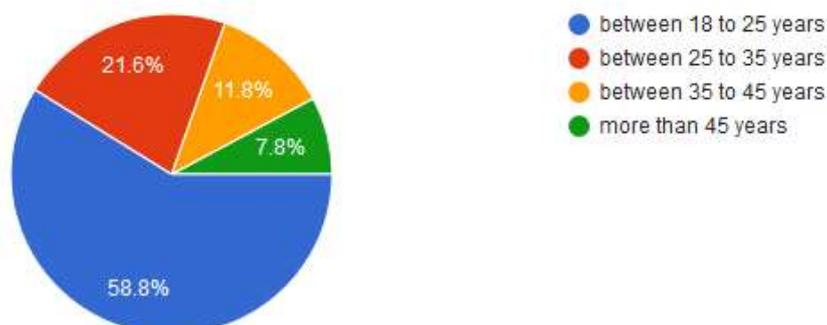
- 1- There is increase in the sale of online shopping during covid-19
- 2- There is shift in the pattern of purchase of commodities by customers that is from essential to non - essential commodities
- 3- Purchasing of products online will give extra benefits to the customers in comparison to offline purchase
- 4- Buyers will give more preference to online selling than going for purchasing physically

### RESEARCH DESIGN

To analyse the recent trends in marketing a survey was conducted online in which responses from 51 buyers were taken through which questions were asked on their online shopping trends. Questions were asked regarding frequency of their purchasing online products before covid-19 and during covid-19. Questions were asked regarding the features of online shopping liked by them like return policy, cash on delivery, discount and offers, etc. So primary data has been taken online and in total 8 questions on their pattern of online purchasing has been asked through which analysis has been made regarding their online purchase before and during covid-19. This survey consists of both quantitative and qualitative data , random sampling technique was used in order to collect data which has been taken from 51 respondents which consists of different professions of people of different age group. Following observations has been analysed from the survey :

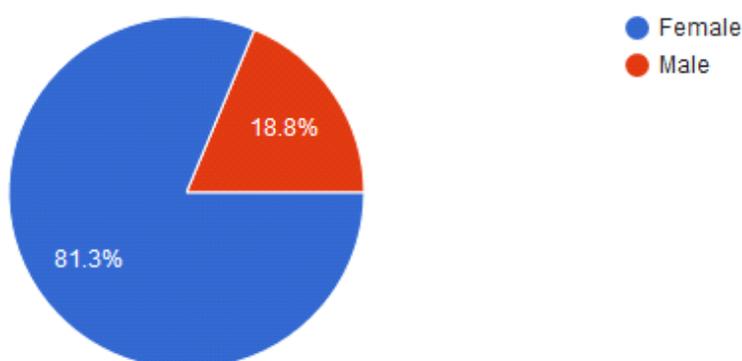
#### Age

51 responses



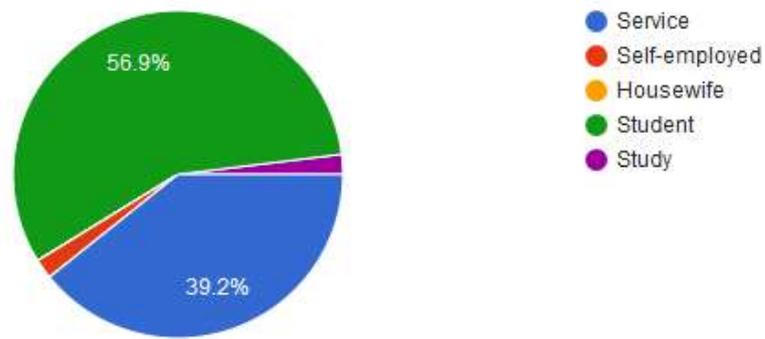
#### Gender

48 responses



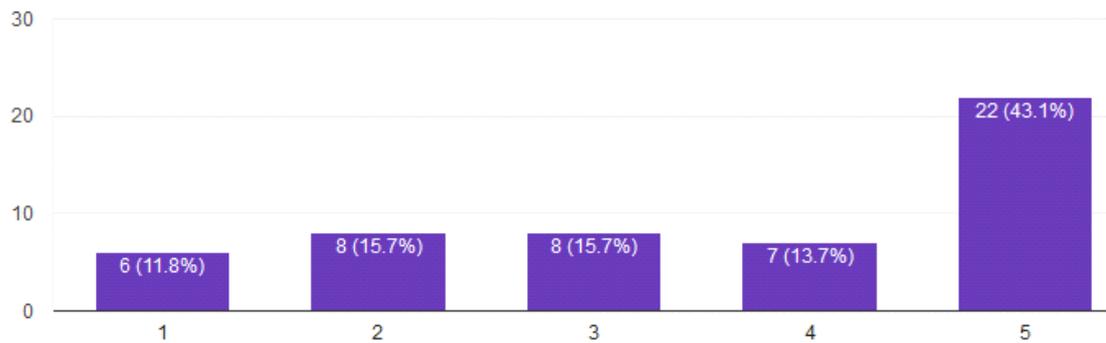
Profession

51 responses



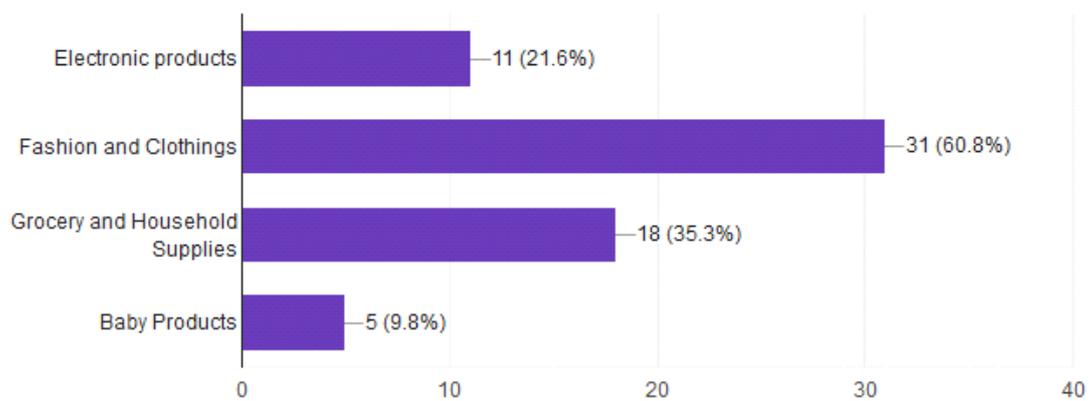
Would you prefer to go for Online Shopping than retail Purchase in COVID 19 pandemic

51 responses



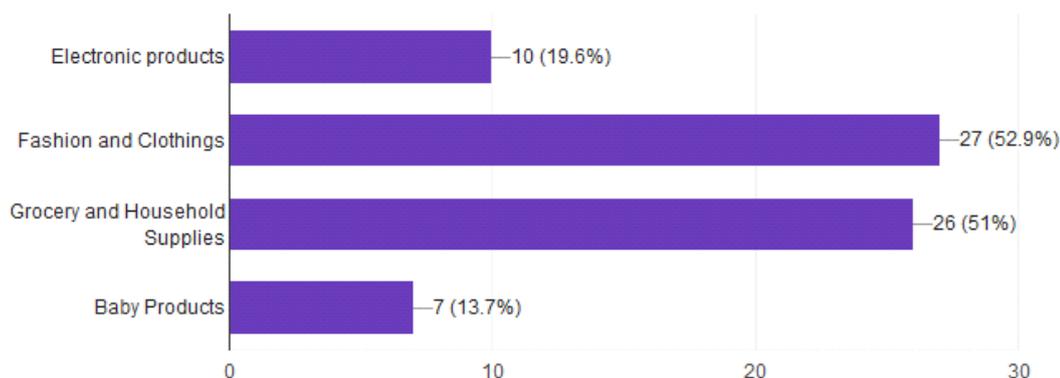
Which type of products do you mainly purchase before COVID 19 occurrence

51 responses



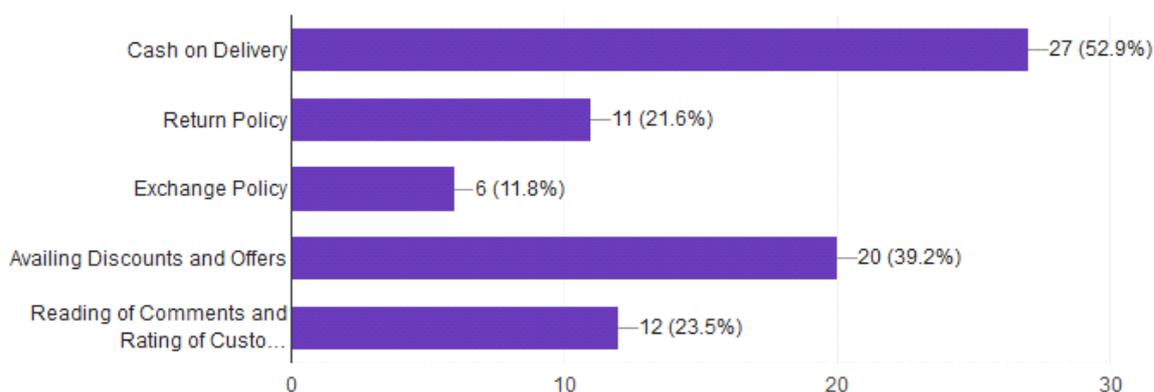
Which type of products do you mainly purchase after COVID 19 occurrence

51 responses



Which feature/features of Online Shopping would you like

51 responses



**FINDINGS**

If we talk about the impact of covid-19 on online shopping in India Amazon announced that the customers are relying on them like never before during this phase. As we all know social distancing is the only medicine of corona virus till now , so majority of purchasers prefer to buy online rather than going for market physically , so there is tremendous increase in the sale of the online shopping sites . Big Basket , Grofers like grocery sites have stopped their services to some locations due to tremendous increase in their demand so they have restricted their supply to essential commodities only. So online shopping has become a necessity of life Covid-19 has increased the importance of e-commerce in a normal person's life who earlier rarely think about online purchase .

Various types of sale offers with huge discounts are made by online shopping sites like Amazon, Flipkart, Myntra , Snapdeal and so many which induced customers to buy more than earlier .Their early and quick delivery is also their strength with cash on delivery option is really very attractive to customers . Due to covid-19 pandemic spread now more purchase of essential commodities like eatables and groceries are made online. Earlier there was more purchase of Electronics and fashion products than food and daily use commodities. Anytime access is also one of the major advantage of online shopping as a person can make purchase anytime as they run 24/7 customer support.

Customized selling of products is also one of the great service of online sellers , as a buyer answers to their questions about their requirements in a product and as per their needs they customize products especially in case of hair and skin care products.Filter option is also really very beneficial to customers as products preferences

can be filled out and app automatically removes the product which are not required by customers . Description about price , quality of goods ,brand preference , type or occasion of need are some of the benefits which saves the time of buyers during online purchase .

## CONCLUSIONS

Through this survey it can be concluded that majority of buyers would prefer to go for online shopping in covid-19 pandemic phase rather than going to local market physically in order to keep social distancing . If we consider about the purchasing pattern of customers , there is more purchase of fashion and clothing products than other grocery and household products before covid-19 occurrence and after covid-19 , there is shift in the pattern of purchase of buyers from fashion and clothing products to grocery and household supplies . Various features of online shopping has impacted positively on their sale like cash on delivery , availing discounts and offers , return policy , exchange policy , rating of products , etc. They also agree that it is more beneficial to go for online shopping in comparison to going directly to local shops in order to avail benefits of online shopping. So during covid-19 , there is tremendous possibilities of increase in the sale of online marketing companies but there is also need of some improvement in their services that is the product quality must be maintained means they must sell what they show . Other suggestion is that as during this phase of covid-19 every item should be sanitized which is being delivered to customers . The online sellers should not increase cost in order to make extra profit in covid-19 pandemic condition.

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