

IMPACT OF ONLINE ADVERTISEMENT DURING COVID-19 PANDEMIC

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ABSTRACT

The world was always shifting from analog to digital and marketing and advertising was no exception. As the world of technology and its influence in our daily lives grows, the use of digital marketing, social media marketing, search engine marketing all grows with it. The scope of the internet is ever growing and the constant growth in the users of the internet make this the new normal. Users now prefer this new millennial mode of advertising and marketing due to its ease of access. The Covid-19 pandemic only accelerated this trend into becoming the new normal. As people stayed at home and their phones and laptops became an integral part of their lives, advertising on these platforms meant that companies could now reach massive audiences far quicker and efficiently than ever before. This allowed companies and consumers to understand the importance, reach and relevance of this new age marketing as information was transmitted to far away areas instantly thereby creating awareness of local products and services all around the globe. This paper aims to study the impact of online marketing and advertisements during the pandemic by breaking down the concept as a whole

Keyword: - Advertisement, Covid-19, Marketing, Pandemic

1. INTRODUCTION

There are changes to the fields of marketing, advertising, promotional and media spends forcing of businesses and brands to think about re-evaluation of their present and future marketing and advertising campaigns to earn a steady stream of income are all results of coronavirus pandemic which has left brands bleeding. The future is showing market changes as the competition has increased and there is a demand for imaginary and proactive marketing practices, all this is a happening and brands are still looking for a right way to function as the global health is under an emergency.” There is no sign of normalizing of the situation, ever since the world was hit with the wrath of covid19 pandemic which shook the very core of its functioning. As we speak today, lockdowns have revisited us as we were struggling with the second wave of the covid19 pandemic.” There is a shift towards online of everything, as businesses are trying to operate and adapt to the new normal. Digital advertising is the first thing that comes in peoples mind when they hear the word online. In this research we will examine how the entire performing of marketing, advertising and other aspects related to them have changed ever since the covid19 pandemic.

2. LITERATURE REVIEW

2.1 How covid-19 has changed the digital marketing and advertising landscape -innovation visual

According to an eMarketer research published in February 2019, online ad expenditure had officially surpassed offline ad spend for the first time, accounting for 50% of all global ad spend. According to the same analysis, by 2023, digital ad spending would account for around two-thirds of total worldwide media spending, a market worth \$333.25 billion. Given that digital accounted for only 3% of worldwide consumption at the turn of the century, it's evident that the trend we've been seeing is picking up speed. As one might imagine, there has been a surge in online content consumption platforms because of this shift in attention toward all things digital. Even the most adamant traditionalists have been forced to embrace digital by the epidemic and lockdown of 2020, simply to stay connected to the outside world. The firm website is no longer the sole focus of digital marketing. Despite this, according to the results of a survey conducted by Marketing Week and Consultancy, 55 percent of the 900 firms polled have delayed or halted planned initiatives, while 60 percent are delaying or revising financial commitments.

2.2 The digital explosion: How do people feel about online ads by Kantar

The research looked at the opinions of over 290 media brands in 23 markets and found that internet businesses like Google and YouTube have the most claimed usage. As the amount of time and money spent on digital media grows, so does the difficulty of engaging consumers without causing annoyance. While still lagging offline formats in terms of consumer desire, some online channels' ad equity is improving. In 2020, consumers had a particularly bad opinion of several online channels, such as in-game, video streaming, and music streaming adverts. At the same time, social media story advertising is praised for being "fun and interesting," while ecommerce ads are praised for being "relevant and necessary." Men and generations younger than the Boomers are the ones who are most enthusiastic about online platforms. Because of its original, exciting, and amusing advertising, TikTok has maintained its position as the top global digital media brand for the second year in a row. However, digital media firms' success isn't solely due to entertainment. In different countries, different internet brands stand out for distinct positive opinions. Takealot is the most dependable media brand in South Africa. This is an excellent first step toward a fully holistic media strategy in which online channels are viewed as conventional ones.

2.3 This is how Covid-19 is affecting the advertising industry by World Economic Forum

The coronavirus outbreak has resulted in a significant reduction in advertising spending. Advertising spending is down 9% on average across Europe, with Germany and France decreasing by 7% and 12%, respectively. Three quarters this year are projected to have a bigger impact than the financial crisis of 2008. TV viewing has increased, but digital consumption has surged even more: use of social platforms and streaming services has increased practically everywhere, and gaming has exploded. Advertisers have responded by following customers, which means that digital advertising is now a top priority. Brands use media that is suited for each aim to raise awareness, improve sales, and build loyalty. Small and medium-sized businesses are more reliant on customer engagement channels in general. In the long run, the pandemic is likely to shape the advertising business. For the time being, businesses are putting survival first, but they will need to find new strategies to build their brands in the future. The shift in people's media and consuming habits will necessitate a rethinking of how best to accomplish this. People will be more open-minded, and corporations will find new ways to accelerate transition.

2.4 How a stay-at-home year accelerated three trends in the advertising industry by CNBC

As customers stayed at home during the epidemic, The Trade Desk witnessed firsthand how key aspects of the advertising industry were catapulted years forward. His firm, which helps marketers and agencies reach targeted consumers across media formats and devices, is gaining traction in the space. Everyone was watching more video at home, and travel time was often repurposed for media consumption. Things have altered permanently in the space, according to Lauren Hanrahan, CEO of Zenith USA, a Publicis Groupe-owned media firm. It's not like 2020 was the year for linked television, but we're back to our regular media mix now, » she explained. The pandemic, according to Kasha Cacy, worldwide CEO of media and marketing services firm Engine, pushed CTV forward by five to seven years. That kind of talent has often been shut out of or hasn't been given the opportunity to ascend through the ranks of, a largely white sector that prefers its employees to work in major cities. She claims that the industry has long assumed that creative work must be done with everyone in the same room. According to Engine's Cacy, the business recently conducted a national poll that revealed nearly 80% of working mothers want to continue working from home. According to Cacy, the corporation is considering flexible models that would allow for this

2.5 Effects of Covid-19 on Digital Marketing by Your Story

Global growth will be minus 3% in 2020, according to the International Monetary Fund, as governments implement necessary quarantines and social distancing protocols to avert the outbreak, a 6.3 percentage point reduction from January 2020. Various businesses have increased their budgets for purpose-driven marketing, mission-based advertising, and cause-related advertising to better meet consumers' increased media usage while telecommuting. During this time, the brand must think outside the box and find a way to entice consumers to return for more. This can be accomplished through creative and eye-catching marketing strategies and campaigns that appeal to both the subconscious and conscious minds of consumers and shed the positivity that consumers will need the most during this pandemic. One can also use social media, as well as influencers and endorsements, to reach out to their target audiences and niches while being on the same page as the influencers, ensuring that sensitive information is not leaked. While there is a rising emphasis on speakers' activities, companies must remain cautious in their compliance efforts because they are ultimately responsible for the communication.

3. RESEARCH QUESTIONS

We focused our research on two major questions which are as follows:

1. How has covid-19 affected consumer behavior and the subsequent marketing strategies and approach?
2. How marketing evolved and changed during the pandemic?

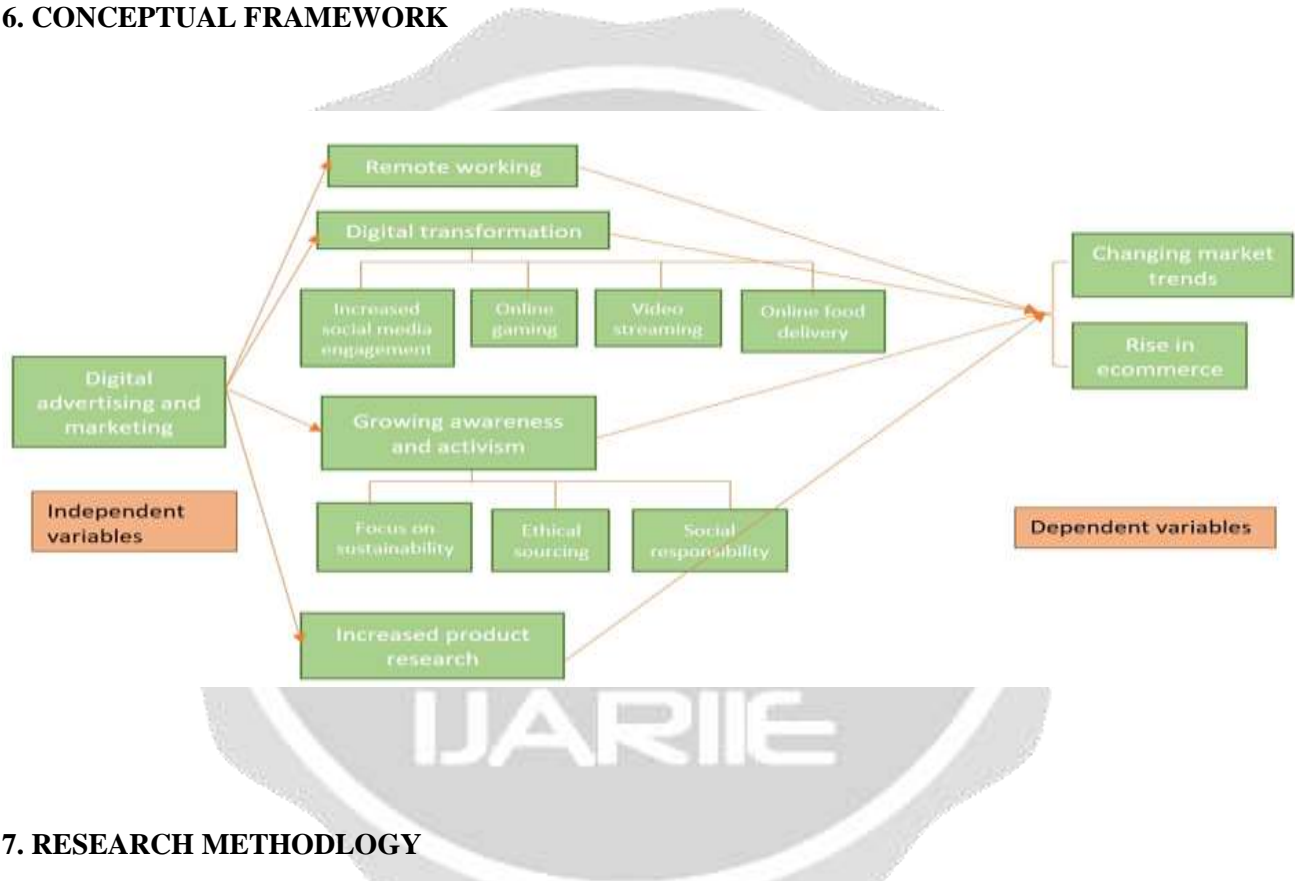
4. RESEARCH OBJECTIVES

1. To analyze the impact of covid-19 on online advertising and marketing.
2. To analyze the future role of advertising post the covid-19 pandemic.
3. To understand the growth and trajectory of digital ad platforms

5. RESEARCH HYPOTHESIS

Going digital is already at the heart of all companies. Online advertising will be an essential tool in the hands of brands and marketers for implementing marketing strategies during the pandemic period. While the field of marketing, in general, was drastically impacted, the branch of digital marketing will see a tremendous boost. Covid-19 will put online advertising on Fasttrack and pave the way for further development and enhancement of digital marketing activities.

6. CONCEPTUAL FRAMEWORK



7. RESEARCH METHODOLOGY

The data sources used in the paper are largely secondary sources of data compiled from various online publications, reports, articles, past research papers etc. The content comes from publications and reports by sources such as Harvard Business Review, World Economic Forum, Deloitte, Statista, IAB, World Advertising Research Centre, Kantar and ResearchGate. Also, some opinion pieces available on news outlets and journalism pages like CNBC, NewYorker, Press Gazette, DigiDay, HKLaw, ISBA etc., have also been touched upon and used as a reference point to add value to our findings and research process. A questionnaire was given to a random group of 100 people of different ages and gender, sampling method was used to collect the information.

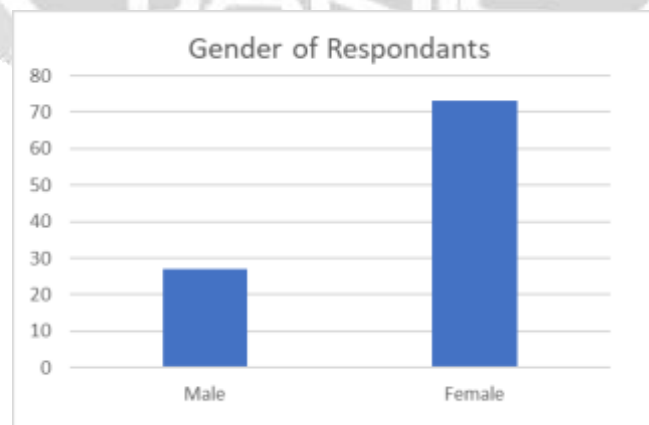
8. SALIENT FINDINGS

(1) Table: Respondents Profile

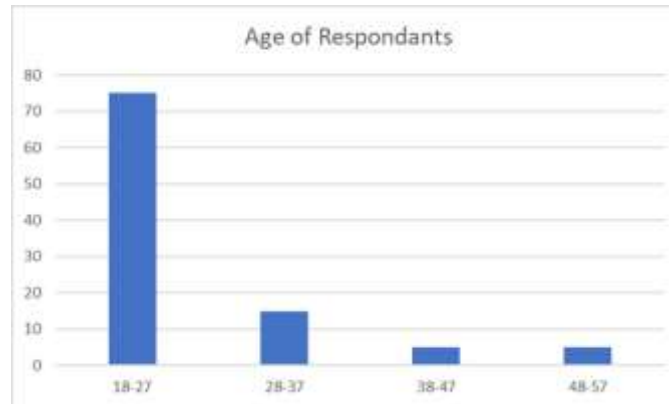
Question Number	Questions/Statements	Number of Respondents	Percentage
1	Gender of respondents		
	Male	27	27%
	Female	73	73%
Total		100	100%
2	Age of respondents		
	18-27	75	75%
	28-37	15	15%
	38-47	05	05%
	48-57	05	05%
Total		100	100%

Source: Field Survey

Out of those 100 respondents 75% were under the age group of 18 to 27, 15% were under the age group of 28 to 37, 5% were under the age group of 38 to 47 and remaining were under the age group of 48 to 57. The survey was conducted on 100 people and among them most of the respondent are females.”



The data thus collected shows the proactiveness of women in the society on internet, and this is a great opportunity for brands to advertise accordingly. Brands selling beauty products, women clothing, and other products that women like can use the internet to attract female customers and expand their market.



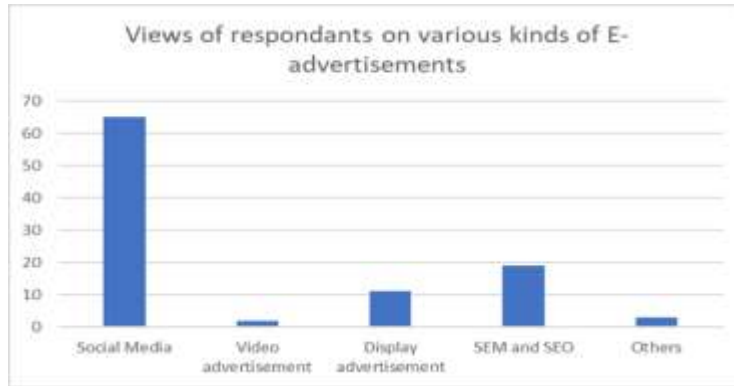
It can be inferred from the survey results that the power that the youth hold today, attracting the youth, providing special offers for them, using popular celebrities as brand modals would be a great way to advertise your brand among the youth. The young people spend maximum of their time on internet so using advertisement banners on websites with high young audience brands would get a wide range of customers

(2) Table: Views of respondents on various kinds of E-advertisement

Serial Number	Online advertisements	Number of respondents
1	Social Media	65
2	Video advertisement	02
3	Display advertisement	11
4	SEM and SEO	19
5	Others	03
Total		100

Source: Field Survey

Second table shows that out of 100 samples, 65 people like social media advertisement, 2 people like video advertisement, 11 people like Display advertisement, 19 people like SEM (Search Engine Marketing) & SEO (Search Engine Optimization) and other 2 people like other kind of online advertising



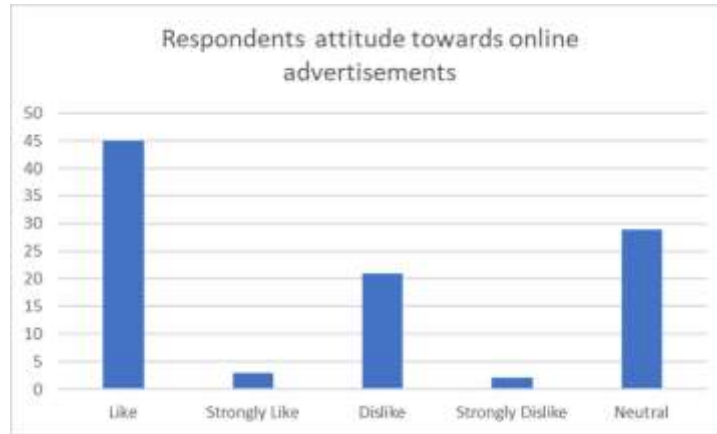
It is easy to understand the data accrued on this question in the survey. Most individuals express a very strong preference to social media. It has become a necessity for a modern brand to build and maintain its social media presence if it wishes to stay relevant. This is especially true given the massive internet penetration going on not only in the developed regions of the world, but also the developing ones. The rate of conversion to online is so rampant that it is projected that upwards of 4 billion individuals globally would be on some form of social media by 2025. Thus, social media is an essential asset for the brand building today.

(3) Table: Respondents attitude towards online advertisements

Likert's Scale	Frequency
Like	45
Strongly Like	03
Dislike	21
Strongly Dislike	02
Neutral	29
Total	100

Source: Field Survey Data

Table 3 indicates the attitude of the respondents towards e-advertisement. Out of 100 respondents 45 people likes and 3 people strongly like the e-advertisement, 21 people dislikes and 2 people strongly dislike the e- advertisement and remaining 29 are neutral.

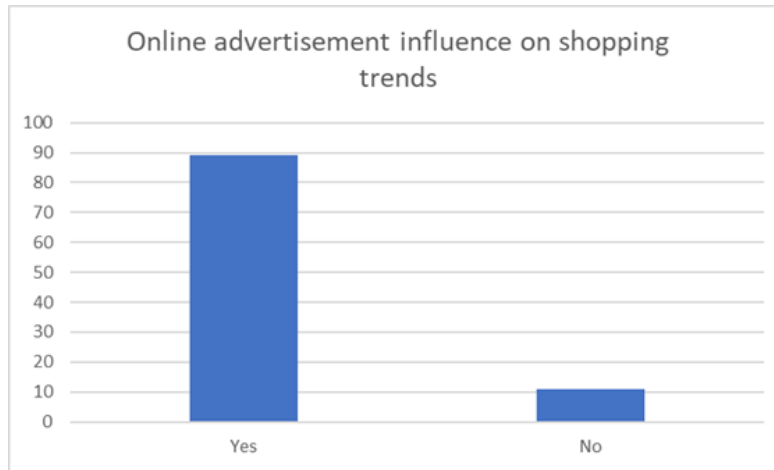


In trying to assess the attitude of the sample class towards online advertisement, it was critical to understand what online advertisement is perceived by most individuals being. Online advertisements which are indirect seem to be more popular than others. Apart from that, online advertisements have proven to be effective and is essential to the business plan of most services and e-products in use today. Thus, the mostly non-negative attitude exhibited is of great importance to brands for advertising

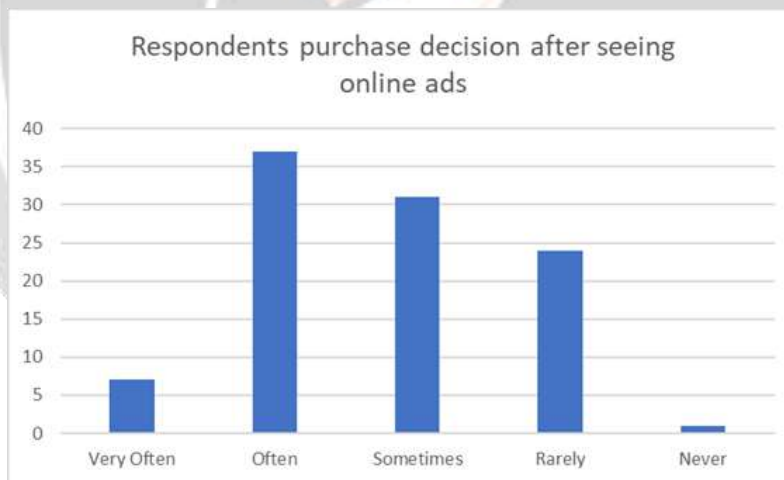
(4) Table: Influence of online advertisement on purchase

Question Number	Questions/Statements	Number of Respondents
1	Online advertisement influence on shopping trends	
	Yes	89
	No	11
Total		100
2	Respondents purchase decision after seeing online ads	
	Very Often	7
	Often	37
	Sometimes	31
	Rarely	24
	Never	1
Total		100

Source: field survey



89 respondents felt that online advertisements increased their shopping trends out of 100 respondents. 7 people make purchase decision very often after seeing online advertisements, 37 people Often make purchase decision, 31 respondents make purchase decision sometimes, 24 respondents make purchase decision rarely and 1 respondent never makes any Table 4 states that, among 100 respondents 89 of them feel that the online advertisement has purchase decision after seeing online advertisements. In the researcher’s opinion, this was the most important question in the survey. It is well understood that online advertisements are the future of advertisement, however, in proclaiming whether it was effective or not, an overwhelming majority of the participants in the survey having claimed to be affected by online advertisement. This is owed completely to targeted advertising and using AI to create ad-profiles per-individual.



However, we can see a somewhat contrasting image in the very second part of the question that followed. How is it that respondent’s purchasing an item after seeing its ad is much more spread out on the graph than influence on shopping trends? Well simply, the call to action required to create a trend does not carry the same entropy as convincing the customer to go through with a purchase. Although here too majority did say that they often made purchase decisions based on online ads, there is nowhere the same quantum of engagement when it comes to making a purchase.

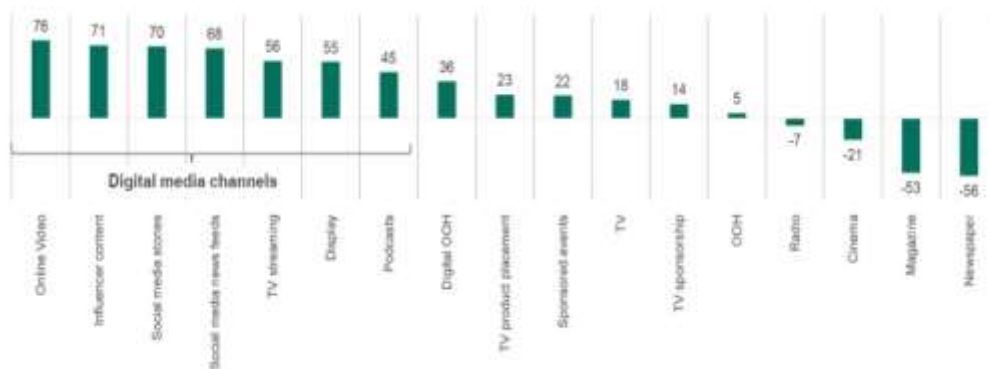
(5) Consumer Perception of Online and Offline Channels



Source: Kantar Data Survey

The study found that attitudes about ads in premium digital media brand contexts are generally more positive than the web industry's overall channel reputation. In ten of the study's 23 markets, digital ad platforms are in the lead. Because of its original, exciting, and amusing advertising, TikTok has maintained its position as the top global digital media brand for the second year in a row. However, digital media firms' success isn't solely due to entertainment. In different countries, different internet brands stand out for distinct positive opinions. Many of the most inventive ad platforms in APAC and Europe, such as Pinterest in the UK, are digital. Ecommerce platforms Amazon and Mercado Libre make up the most relevant and useful ad platforms in the Americas, alongside Twitch in Canada. In South Africa, the most trustworthy media brand is Takealot.

(6) Anticipated Digital Media Spends For 2022



Marketers are responding to the growing popularity of online channels and platforms among customers. Digital advertising revenues (excluding search) increased 18 percent in 2020, according to GroupM's This Year, Next Year study from June 2021, while spending on most other media channels decreased. Digital ad revenue is predicted to increase by 27% in 2021, with high growth expected to continue into 2022. In addition, most firms anticipate boosting spending on online video, social media ads, and influencer content in 2022, according to the Media Reactions 2021 marketers' study. YouTube, TikTok, and Instagram are the media brands most likely to benefit.

9. DISCUSSIONS

- There was an amazing growth of 10.9% in the advertising industry of India in 2020 compared to 2019 according to a report by Dentsu Aegis Network, India's advertising industry was valued at Rs. 68475 crores in 2019 and in 2020 it was valued at Rs. 75952 crores. There was a lot of investment in advertising, that is what can be seen from this report, especially the digital channels which is the future of advertising.”
- Remote work-at-home arrangements is allowed by many companies if not encouraged, more of these technologies are being adopted employees and employers. In the world of videoconferencing, Zoom and other videoconferencing platforms has gained a lot of fame.
- Retail is sector which has faced a lot of problems due to covid19 is the personal touch is very essential for this business, while much of our activity is digital, Retail is evolving and developing to survive in this new world. Provision of facilities such QR code signage, online ordering and home delivery are a way of retail to develop itself.”
- Marketing has evolved dramatically in the last few months. Brands must communicate in extremely specific and local language, focusing on specific consumers based on their circumstances and what is most important to them.
- The customer has high expectations that go beyond a simple digital transaction. To create experiences that customers demand, businesses must put data and technology at the center of their operations. Companies will need to leverage more data and intelligence to sharpen their decision-making and drive greater relevance in their customer interactions.

Marketing must be understood in the context of the entire end-to-end journey, and steps should be taken to connect the dots whenever possible. It is critical to establish trusting relationships with clients. The fundamentals of market momentum are trust and integrity. The crisis has resulted in an attitude of marketing agility that is likely to remain. This comprises regular customer listening and demand sensing, not only for marketing's benefit but also for the company's aim of capturing the zeitgeist of consumer mood. While quality, convenience, and affordability remain crucial factors in consumer decision making, other aspects such as sustainability, trust, ethical sourcing, and social responsibility are becoming increasingly relevant.

10. CONCLUSIONS

In the long run, the pandemic is likely to shape the advertising business. People's media and consumption habits are changing, necessitating a rethinking on how to best establish a brand. Companies are discovering that there has never been a better moment to pitch transformational ideas. People are increasingly open-minded, and corporations are finding new ways to accelerate transition. This is significantly less expensive for corporate decision-makers than it was a few months ago. The second change is that the value of Pay-TV is decreasing in favor of ad-supported streaming video providers. Some television viewing has shifted to other platforms, most notably over-the-top (OTT) providers. As a result, several of the world's top media corporations have boosted their investment in OTT services in recent years; this trend appears to be likely to continue, with coronavirus accelerating consumers' rising desire for direct-to-consumer content. These factors, taken together, are likely to hasten the transition of significant brands away from pay television. Third, when restrictions loosen and out-of-home advertising rebounds, these traditionally offline outlets will speed their transition to digital. The advertising business will be under more pressure to improve how it measures return on investment across various media, devices, and platforms because of this. In comparison to other competitors in the business, technology companies with analytics and ad auction technologies are likely to have a head start on how to do this. It is expected that digital advertising will continue to expand in the future.

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12. Appendix

1. Kindly mention your gender and age.

Table-1: Respondents Profile

Question Number	Questions/Statements	Number of Respondents	Percentage
1	Gender of respondents		
	Male	27	27%
	Female	73	73%
Total		100	100%
2	Age of respondents		
	18-27	75	75%
	28-37	15	15%
	38-47	05	05%
	48-57	05	05%
Total		100	100%

2. Advertisement on which of the following platforms is more preferable to you?

Serial Number	Online advertisements	Number of respondents
1	Social Media	65
2	Video advertisement	02
3	Display advertisement	11
4	SEM and SEO	19
5	Others	03
Total		100

3. How often do you like advertisements when you are consuming information or entertainment online?

Likert's Scale	Frequency
Like	45
Strongly Like	03
Dislike	21
Strongly Dislike	02
Neutral	29
Total	100

4.How likely are you purchase a product or service after seeing an online ad?

Question Number	Questions/Statements	Number of Respondents
1	Online advertisement influence on shopping trends	
	Yes	89
	No	11
Total		100
2	Respondents purchase decision after seeing online ads	
	Very Often	7
	Often	37
	Sometimes	31
	Rarely	24
	Never	1
Total		100