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**Dr. Vidyullata Rahul Hande**

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**Online Marketing: An Emerging Opportunity  
in Covid-19 Pandemic Period**

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## 12. Online Marketing: An Emerging Opportunity in Covid-19 Pandemic Period

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### **Abstract**

The waves of corona pandemic has devastated India economically as well as socially. It had impacted almost all segments of the economy. The industry sector across India witnessed a significant decline in growth rate due to impact of corona. Difficult time always create new opportunities and one can turn such bad time into opportunity. For marketers, online marketing is emerged as an opportunity in pandemic period. Through online and digital media, marketers can be in touch with their prospective buyer. The article focuses on concept of online marketing, channels or tools of online marketing, effect of pandemic on business sector, how online mode work as a good option of marketing. The article talks about online marketing and its significance in present pandemic scenario.

**Keywords:** Online marketing, offline marketing Industry sector, Covid-19, Pandemic period.

### **1. Introduction**

The first and second wave of Covid-19 pandemic has devastated India economically as well as socially. It had impacted almost all segments of the economy. The industry sector across India witnessed a significant decline in growth rate compared to 2018-19 due to impact of corona. A huge population had lost their employment. Industrial workers were migrated to their hometowns in fear of pandemic. Everyone is in fear with the increasing cases, increasing deaths across the country. After reporting the first case in late Jan 2020 in the southern Kerala, today we are facing horrible picture of this pandemic. In second wave, India has passed 200000 deaths mark, which is about one in 16 of all Corona deaths across the world. But, world never ends, never stops. Everyday sun rises with new hope. Difficult time always create new opportunities for us and one can turn such bad time into opportunity. Though we are locked in our homes and finding it difficult to fulfill our daily needs, but online purchasing is the way to satisfy customer's needs. For industries online marketing is emerged as an opportunity in pandemic period. Through online, they can be in touch with their prospective buyer. The main objective of



this article is to study concept of online marketing, and how it is emerged as an opportunity in pandemic period and to study various channels of online marketing. This study also describes advantages of online marketing.

### Objectives

1. To study online marketing concept, its challenges and tools.
2. To study the effects of pandemic on business sector.
3. To understand how online marketing can act as an opportunity in pandemic period.

### 2. Literature Review

Dr. Singh S.N. concluded his article as 'There is a need to change the marketing strategy of various companies from traditional marketing to digital marketing. If the companies does not use the digital platforms to market their products and services then they will lack the competition that exist in a perfect competition market and hence the future of the company cannot be assured and it will go in loss.' Atshaya s. & Sristy Rungta, quoted in their article, 'it refers to marketing or promotion of products, services or brands using digital media, or electronic media through various channels both online and offline like social media marketing, pay per click, search engine optimization, email marketing, content marketing, phone marketing, print ads, banners, digital advertising, television marketing radio advertising, gaming advertising etc.'

### 3. Online Marketing

Online Marketing is a set of tools and methodologies used for promoting products and services through internet. It includes a wide range of marketing elements than traditional marketing due to extra channels and mechanisms available on internet. It is also known as Web Marketing, Digital Marketing, and Internet Marketing. As the name suggests, it is the act of promoting goods and services through internet. It includes various concepts like, Social Media Marketing (SMM), Search Engine Optimization (SEO), Pay-per-Click Advertising (PPC), Search Engine Marketing (SEM). In online marketing, various channels, media and electrical gadgets are used for marketing and promotion of products or services. Online marketing is the use of digital channels to promote or market products and services to consumers and businesses. The significant advantage is, it reaches to large number of customers in very less time and it is also cheaper, thus it is time and cost efficient one. It helps in analyzing the effectiveness of campaign, as it provides a complete record of number of views, duration of views of any particular advertisement, feedback etc. Online marketing also helps in analyzing, buyers behavior.

#### 4. Challenges of Online Marketing

There are many advantages of using online marketing tools to advertise products or services but there are some challenges that the marketer has to face. During this pandemic period these challenges are increased. Marketers has to identify the right viewers, develop a dynamic website, maintain consistency, should be active on social media, should maintain hygiene in supply chain, maintain two-way communication, getting customers trust, Manage Customers relationship.

#### 5. Online Marketing Tools

Online marketing involves search engine marketing, email marketing, social media marketing and many other types of display advertising. There are multiple online marketing tools available namely, Social Network, Social Network Application, Social News, Online Favorites and bookmarking, Blogging, Email Marketing, SMS Marketing, Search Engines, Pay per Click Advertising, Press Release, Automated Inbound Marketing.

#### 6. Pandemic's Effect on Business Sector

The waves of Covid-19 pandemic has disrupted India's business sector economically. It had impacted almost all segments of the economy. The industry sector across India witnessed a significant decline in growth rate compared to 2018-19 due to impact of corona. A huge population had lost their employment. A large population have seen their income cut and find it difficult to meet their daily needs. The International Monetary Fund (IMF) estimates that, the world economy was shrunk by 4.4 percent in 2020. It also added that the decline was as the worst since the depression of 1930's. Everyone is in fear with the increasing cases, increasing deaths across the country. In India, MSME's (Micro, Small, Medium Enterprises) creates more than 90 percent of the jobs, employing near about 114 million people and it has 30 percent contribution in GDP, is today at the stage of severe cash crunch. Many of these MSME's are bankrupt and facing financial crisis. If such situation continued for some time, many small industries will disappeared due to disturbance in cash flow. Hospitality sector had faced severe damages and had shut its doors worldwide. Tourism industry had lost billions of dollars in 2020-21. Travel industry is still far away from taking off due to lockdown. As the customers are staying at home, retail industry is also facing great fall. Though the customers are anxious to return to stores, but the lockdown stops them. Only pharmaceutical sector is on the winning position.

As per the report of Research Department of statista website, published on 11<sup>th</sup> June 2021, estimated cost of full lockdown is 26 billion USD, estimated impact on GDP (from Oct 2020 to Dec 2020) is 0.4 percent, Manufacturing sector shows -39.3 percent decrease (April



2020 to June 2020). Industrial workers were migrated to their hometowns in fear of pandemic. Due to migration of labor, manufacturing industry is at high risk of financial crisis. Small businesses are struggling with increasing cost of raw material, non-availability of labor. These few examples are alarming for industrial sector. Hence, to overcome from such situation, the manufacturers as well as service sector has to change their marketing strategy. Online marketing is a good way to gear up and channelize the business. Today near about 60-70 percent population have smart phones and they are connected on internet through various applications. So companies can approach the customers through net, advertise and sale their products, listen customers voice, solve their problems. Hence, in this pandemic scenario online marketing is an emerging opportunity.

### **7. Online Marketing as an Emerging Opportunity**

In this pandemic scenario, online marketing is emerging as an opportunity to approach to customers. We can summarize the significance of online marketing to marketers as follows:

Online marketing is more affordable than traditional offline marketing methods. A social media campaign or an e-mail can forward marketing message to customers. It is cost saving marketing option than the TV advertisement. It provides quickly the market data, customer's response, rating is easy, easy market survey and research data. Marketers can monitor the frequency of viewers, what was viewed, how often and for how long, which products works which not, guess customers liking, can suggest, can recommend, offer discount or combo pack, can motivate to purchase. In online marketing, customers get thousand number of options, brands, sizes, colors, which is not possible in offline mode. Its customer's psychology, they spend more on online mode as compared to cash payment in offline mode. Spending cash in hand is a sad feeling for customer. So online shopping motivates them to purchase. Now a days, maintaining hygiene at outlet, preventing staff from infection, avoiding unnecessary crowd, sanitizing the environment, are very costly, time consuming and tedious task for marketers. Online marketing is a safe option in pandemic. Online marketing allows 24 hours and 7 days of service to the customers to purchase

### **8. Conclusion**

In last one and half year the waves of Covid-19 pandemic has devastated India. It had impacted almost all segments of the economy. The industry sector across India witnessed a significant decline in growth rate compared to 2018-19<sup>1</sup> due to impact of corona. Hospitality sector had faced severe damages, travel and tourism industry had lost billions of dollars, the customers are confined at home retail industry is also facing great fall. Only pharmaceutical sector is on the winning position. In Covid-19 pandemic scenario, online marketing is emerging

as an opportunity to approach to customers. Through online and digital media, marketers can be in touch with their prospective buyer. Online marketing means promotion of services or products by using electronic media. There are various online marketing channels such as social media marketing, search engine optimization, email, phone, print media, television, radio, internet etc. As the world is rapidly transforming from traditional to digital. Customers are consuming more and more digital content. Corporates also have recognized this trend and have adapted online marketing strategies. Through online marketing, retailers and marketers can increase awareness about product or services. Online marketing is also helpful in analyzing the effectiveness of campaign, sale, demand etc. it also provides detail record of number of views, feedback, duration of views of any particular product and buyer behavior.

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