

## **A Research on Social Media Marketing Strategies and Impact in Covid-19 Situation**

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### **ABSTRACT**

*The global pandemic of Covid-19 whilst having its effect on numerous sectors, had an enormous effect on virtual marketing and marketing as well, in worldwide, local and neighborhood degree. However, this effect for most part became a positive one, instead of what became being witnessed in numerous other fields such as economy, human aid, and many others., whilst the virus created lot of uncertainties amongst clients and marketers alike, with appreciate to health, social existence, monetary balance, employment, and many others., the same additionally led to behavioral shifts together with running remotely, spending lot of time interior, adopting to home-education, getting to know new recipes from the internet, accelerated attention on fitness and hygiene, fending off crowded regions, multiplied social media engagement, shift in the direction of online content material, etc., and all of those had a massive impact on advertising and marketing and marketing efforts.*

*With extended social media engagement and craving for digital content, digital Medias furnished the entrepreneurs with lot of possibilities to cash on. At the identical time, this also made the marketers to act mindfully and be socially responsible while imposing digital advertising strategies. This paper is made with a try and highlight, analyses and apprehend the effect of covid-19 pandemic on digital marketing and advertising and marketing as a whole. These days, we are in 21<sup>st</sup> century and those do not locate time to come & have interaction with each different. Social media facilitates in connecting themselves with social networking sites through which now humans can stay a ways and yet stay linked. Other than this media like Facebook create a devoted connection among product and individual which ends up in huge advertising and marketing opportunities.*

**KEYWORDS:-** *Digital, Advertising, covid-19, Pandemic, Marketing, Social media,*

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### **I. INTRODUCTION**

Digital marketing is a branch of marketing that uses internet and digital technologies to improve products and services such as computer and mobile phones, websites, social media sites, utility software, e-mail and other sites. In the 1990s and 2000s, digital marketing growth, brands and marketers have changed the technology to use technology to implement marketing plans and techniques. In recent times, digital marketing has become very widespread, content marketing, (M.V.M) Micro video marketing, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing (SEM), Influencers Marketing In – app P.O.S Advertising, Social Media Optimization (SMO), E-commerce marketing, digital advertising displays, email marketing, while growing at digital marketing and advertising, the Covid-19 explosion . Digital coherent audience to customize the advertisers to different buyers.

### **STATEMENT OF THE PROBLEM**

Today the internet for all in digital world. It is important for growing usage internet provide development of social media marketing for all persons in the world. Then social media marketing increasing age groups of differently in million peoples purchasing products of social media marketing. It is useful of time savings, easy accessibility, convenience, different price range, availability of products and so on in social media marketing. At the same time of customers easy pay to product amount uncomfortable to give the bank account number, personal information, credit card numbers, delay on delivery, transits security problems, lack of interactivity, lack of significant discount in social media marketing.

### **OBJECTIVES OF THE STUDY**

1. The research on the concept of Digital marketing.
2. To research the control of Covid -19 situation on Social media marketing.
3. Covid-19 to analyze the future role of Social marketing post in Covid -19.
4. The study on social media marketing and impacts.
5. The research the overview of social media marketing.

### **LIMITATIONS OF THE STUDY**

1. The study is only for secondary data.
2. Time constraints when collecting secondary data.
3. Study is not desirable to generalize all the data from this study.

### **HYPOTHESES OF THE STUDY**

1. Hypotheses method used in the research have been summarized and agreed below.
2. Ho1: Social media marketing sites awareness on Facebook, Whatsapp, Twitter, Instagram, and linked in, Youtube has not been influenced by the Gender of the respondents, Age, and Educational qualification.
3. Ho2: Consumer motivational factors in social media ,marketing on Product Price, New fashion, Public image, secured delivery, Color, Premium quality, designs and quantity, Advanced technology, Easy availability has not similar with the Educational qualification and gender of educational qualification.

### **SCOPE OF THE STUDY**

The purpose of the study is associated with the intention of understanding concept of digital marketing and to know its impact, the covid-19 pandemic erupted in Digital marketing and the postponed the future of Digital Marketing post-covid -19 infection.

### **RESEARCH METHODOLOGY**

The research methodology directs the general pattern of forming procedure for gathering valid and reliable data in investigation. The research methodology is includes the description of sample size, research design, development, sampling techniques and description of the tools. The data collection of Primary and secondary data for analyzing social media marketing.

### **RESEARCH DESIGN**

This research title is “A research on social media marketing strategies and impact in covid-19 situation” and the methodology discussed the data collection, reliability analysis, sampling design, period of the study pilot study and statistical tools and techniques in social media marketing. The validity of a research depends on the logical method of collecting the data and analyzing in sequential order. In the current study and general analysis of Primary survey data and Secondary data were used systematically.

### **SOURCES OF THE DATA**

#### **Primary Data**

This research is primary source of data is attained by interview schedule to various respondents in Kanpur district. The collection of samples help the researcher to carry out a reliable analysis.

#### **Secondary Data**

Secondary sources are the details are presented already. In this research the secondary data were collected from the published articles, previous records, submitted thesis, magazines, and internet etc.

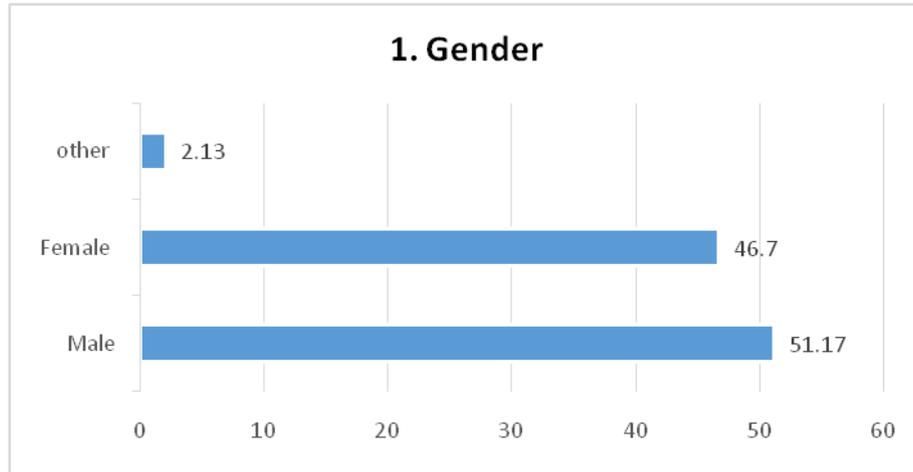
### **PRESENTAGE ANALYSIS**

#### **1. Gender**

The 1 table is called the respondents in gender wise classification of male, female and other gender selected for the Percentage analysis.

**Source- Primary data**

<b>Sl.NO</b>	<b>Particulars</b>	<b>Respondents</b>	<b>Percentage</b>
1	Male	240	51.17 %
2	Female	219	46.70 %
3	Other	10	2.13 %
4	<b>Total</b>	<b>469</b>	<b>100 %</b>

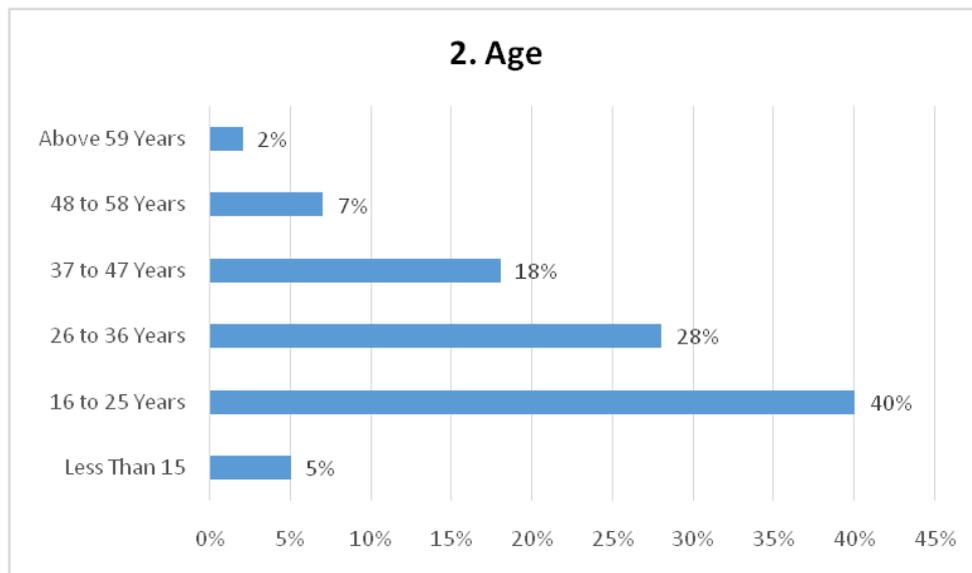


The table-1 explain that out of 469 respondents male is (51.17%) and female is (46.7%) Then respondents other generations (2.13%). It data calculated used to percentage analysis in 100 that the majority (51.17%) of the respondents selected for the social media marketing.

## 2. Age (15-59)

Source- Primary data

SI. No	Age	Respondents	Percentage
1	Less Than 15	23	5%
2	16 to 25 Years	189	40%
3	26 to 36 Years	131	28%
4	37 to 47 Years	83	18%
5	48 to 58 Years	34	7%
6	Above 59 Years	9	2%
7	<b>Total</b>	<b>469</b>	<b>100%</b>

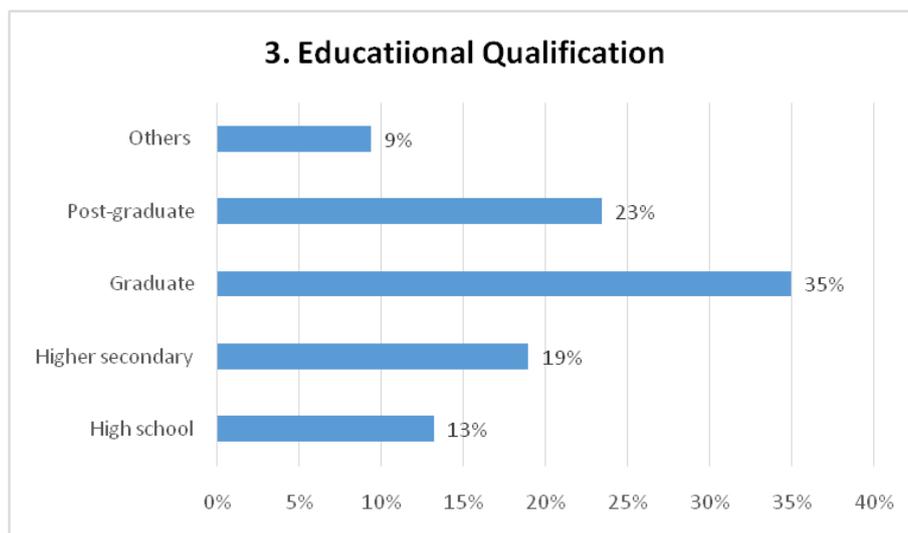


The table -2 out of 469 respondents in different age groups less than 15 to above 59 it is 16-25 age group highest level of (40%) very low level is above 59 years (2%) and medium level is 26 to 36 it is (28%) of age respondents. Then majority of 16 to 25 age respondents.

### 3. Educational qualification

**Source- Primary data**

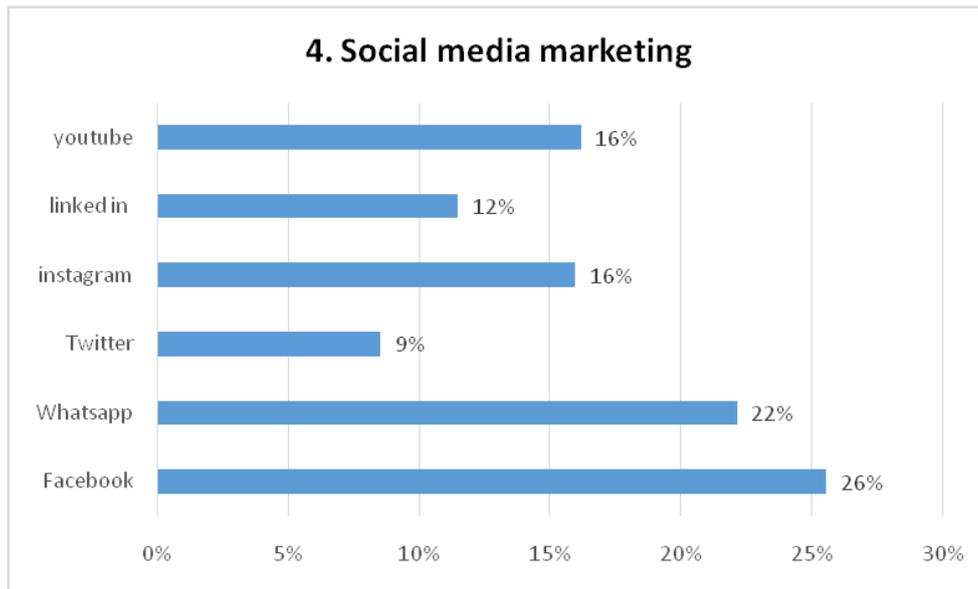
SI.No	qualification	respondents	Percentage
1	High school	62	13%
2	Higher secondary	89	19%
3	Graduate	164	35%
4	Post-graduate	110	23%
5	Others	44	9%
6	Total	469	100%



The table -3 is educational qualification more than graduate persons high percentage of (35%) then very lower level percentage of other (9%) total respondents 469 used percentage method in 100. And the majority of graduate and post graduate students. It is useful for social media marketing.

### 4. Social media marketing

SI. No	Social media	Respondents	Percentage
1	Facebook	120	26%
2	Whatsapp	104	22%
3	Twitter	40	9%
4	Instagram	75	16%
5	linked in	54	12%
6	Youtube	76	16%
7	<b>Total</b>	<b>469</b>	<b>100%</b>



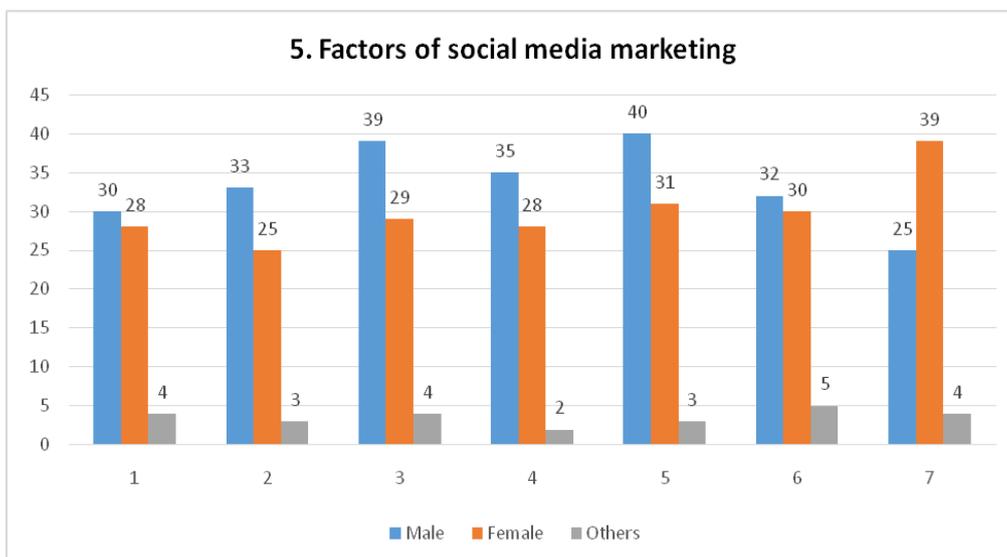
The table-4 social media marketing out of 469 respondents, used percentage method in 100 and more than face book is first place (26%) whatsapp is (22%), then you tube and face book is same percentage (16%) then very low level is (9%) it majority of face book 26%.

**5. Factors Most Influence your social media marketing and Gender the Respondents**

In this part, an attempt is made by the researcher to know whether the factors most impact of your social media marketing in gender wise different from male to female gender or not. Then hypothesis framed and tested relating to this is given below in Table 5.

Ho: There is no suggestion among the gender and factors greatest result your social media marketing.

Most influencing factors of social media marketing	Gender of respondents			Total
	Male	Female	Others	
Price	33	30	5	68
Brand	38	25	3	66
Color	39	29	4	72
Quality	35	28	2	65
Reduce travelling distance	40	31	3	43
Appearance of product	32	30	5	67
Offers & Discount	38	46	4	88
<b>Total</b>	<b>255</b>	<b>188</b>	<b>26</b>	<b>469</b>



The table -5 it is factors of social media marketing it is comparison of three genders male, female, and other generation the social media marketing in customer one good product buying some qualities wanted for customers in all shopping in better social media marketing. Price, color, brand for quality products and traveling distance, satisfactions of the product and offers and discount it is all needed for good product for customers. More than persons check for brand and price it is important for one online shopping and social media marketing. The total respondents 469.

**6. Factors Impact Your Social media marketing and Educational Status**

The educational qualification is the respondents shows an important role in Social media marketing in digital shopping. This section is the educational qualification or not. The hypothesis framed and tested relating towards in Table 6.

Ho: There is no association among the educational qualification of the respondents and factors most effect of your social media marketing.

Educational status					
Factors	Literature up to school	UG/ Diploma	PG	Profess ional	Total
Price	16	17	9	11	53
Quality	15	22	8	10	55
Color	19	11	5	9	44
Brand	18	15	12	12	57
Reduce	11	6	7	17	41
travelling distance	18	11	12	11	52
Appearance of product	12	18	5	12	47
Offers &	22	15	9	11	57
Discount	15	19	14	15	63
<b>Total</b>	<b>146</b>	<b>134</b>	<b>81</b>	<b>108</b>	<b>469</b>

The table – 6 it is factors of social media marketing it is comparison of the social media marketing in customer. The total respondents 469 then literature up to school 146 respondents, UG and diploma is 134, PG is 81 respondents, professional is 108. The overall total is 469. The majority of literature up to school and UG diploma.

**II. FINDINGS OF THE STUDY**

1. The study explains that out of 469 respondents male and female 51.17 %, Female 46.70% other is 2.13 % then majority is male respondents
2. It was found that respondents in the age group, 469 respondents Less Than 15, 16 -25, 26 – 36, 37- 47, 48 -58, Above 59 Years 16-25 is high level percentage 40%. Very low level is 5 % and 9 % .
3. Educational qualification more than graduate persons high percentage of (35%) then very lower level percentage of other (9%) total respondents 469 used percentage method in 100. And the majority of graduate and post graduate students. It is useful for social media marketing.
4. Social media marketing out of 469 respondents, used percentage method in 100 and more than face book is first place (26%) whatsapp is (22%), then you tube and face book is same percentage (16%) then very low level is (9%) it majority of face book 26%.
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6. Price, color, brand for quality products and traveling distance, satisfactions of the product and offers and discount it is all needed for good product for customers. More than persons check for brand and price it is important for one online shopping and social media marketing. The total respondents 469.
7. Factors of social media marketing it is comparison of the social media marketing in customer. The total respondents 469 then literature up to school 146 respondents, UG and diploma is 134, PG is 81 respondents, professional is 108. The overall total is 469. The majority of literature up to school and UG diploma.

**III. SUGGSTIONS OF THE STUDY**

1. Greatest of the customers are of opinion that shipping charges charged by companies are very high, in online shopping and social media marketing it is suggested to companies to both reduce shipping charges or delivery of product in given freely it is important for one of the main suggestion.
2. Peoples liked this reduce shipping charges and delivery charges the products given freely.
3. Majority of customers are not responsive about various pre and post services in social media marketing.

4. Companies should aware customers regarding how security regarding customer credit card no. is maintained by companies it sometime wrong way.
5. Customers regarding return strategy and producer if wrong or bad product arrived in social media marketing.

#### **IV. CONCLUSION**

In the current situation, digital is in the heart of all companies and digital marketing in the hands of brands and marketers to implement marketing strategies in infectious period. Despite the great impact of the marketing industry, the digital marketing branch saw the largest incentive. Has Covid-19 digital marketing fast track and has led to further improving digital marketing measures.

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