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Digital Marketing During COVID 19: Consumer's Perspective

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Abstract

Researchers are presenting a first analysis in this study on how Covid-19 can affect key elements and marketing innovations. In this study. The Covid-19 pandemic provides corporations an outstanding potential to change to genuine and truthful commercialization which is capable of addressing international challenging sustainability issues. Researchers are indeed looking at the potential directions in which the pandemic will influence the ethical decisions of the customer. In our conversation about marketing, researchers clarify how humans believe marketing is going on and how researchers anticipate this pandemic to shift, not just the marketing environment, as well as how businesses execute their marketing strategies. Researchers explore further how digital marketing will benefit customers during the pandemic. The information has been gathered in Pakistan from 500 customers to determine their views on digital marketing. Customers were drawn to offers, crisis control agreements, personal digital communication and business empathy during the pandemic. It was noticed.

Keywords: marketing, digital marketing, consumer's perspective, covid-19.

1. INTRODUCTION

1.1 BACKGROUND OF THE STUDY

At such an intensity that it is impossible to decide whether the new coronavirus is growing. Researchers make that statement and become the "responsible men." during the first step in the United Kingdom. Through virtual chatting with friends and researchers, and certainly with on-line training, researchers know how to adapt to the changing situation and way of doing things (and life, given reduced lock-in constraints). However, without warning or preparation researchers are going to do that. Maybe one of the key solutions to tackle this problem is to seize the opportunity to focus on something we want so much during our research, the situation of CSR and the marketing. The developing countries is what we believe. In comparison to other significant events around the world, Covid-19 fundamentally changed the way people can see experience and experience the atmosphere.

The financial and cultural lockdown will be a fundamental reality for us, and for coming generations, in the character development of the lost lives, family breakdown and shattered societies. Psychological, physical, psychological, economic and social suffering. Covid-19 can be viewed in a wide range of ways like the one named "black swan occurrence" in Taleb, Mazzoleni et al., 2020 (as multiple scholars have also experienced). Taleb's work (2008) indicates that human responses to certain impacts tend to reverse vital predictions whereas a number of incidents in the old days were addressed (such as 911 events). [10] The study was not released. Inside the surprising community, people rationalise aftershocks that almost immediately change society, which ensures that people are predicted and stopped. What an illustration was Covid-19 – we suppose as such? This can infer by observing the lessons and conspiracy theorists and opportunists of governance in the middle of constant authoritarian media that a future

pandemic is avoidable. You can indeed assume people will be informed before Covid 19. [5] [3] [5]

1.2 PROBLEM

STATEMENT/RESEARCH GAPS

And since the 1930s Great Depression, Covid-19 had unparalleled implications for the entire economy. The Covid-19 pandemic is indeed undoubtedly a major evolutionary divergence in the context of contemporary marketing and will have an effect on Corporate Responsibility, Consumer Ethics and fundamental theory of marketing. The short-term effects of Covid-19 are experienced rapidly and effortlessly given the considerable international blackouts and social gaps. The pandemic stops, however, and for some time still has major consequences for society, politics and culture. In this study, researchers explore several fundamental concepts on how CSR and the theory of marketing can impact the pandemic. With respect to CSR, its impact on CSR advantages, trends, and customer morals

will be addressed. Researchers focus on its possible effects on key marketing values, business conditions and marketing strategies.

1.3 RESEARCH OBJECTIVES

The main objectives of the study are:

- ✚ To analyse the impact of CSR on Covid-19 pandemic.
- ✚ To analyse the theory of marketing impacts on covid-19 pandemic.
- ✚ To study the CSR effects on CSR advantages, trends and customer moral.
- ✚ To analyse the future role of digital marketing post Covid-19.

1.4 RESEARCH QUESTIONS

Q2: In what ways CSR impacts Covid-19 pandemic?

Q3: How the theory of marketing effects the Covid-19 pandemic?

Q4: How CSR effects the CSR advantages, trends and customer moral?

Q5: What is the future role of digital marketing on Covid-19?

1.5 RESEARCH HYPOTHESES

H1: CSR has a significant effect on Covid-19.

H2: Theory of marketing has a significant effect with Covid-19.

H3: CSR has a significant impact over CSR advantages, trends and customer moral.

2. LITREATURE REVIEW

2.1 THEORETICAL BACKGROUND

2.1.1 CORE MARKETING CONCEPTS

The massive and profound upheaval of the Covid 19 pandemic would have a multiple impact on marketing discipline. The philosophies, values and basic concepts that drive our profession often affect the way our lives and cultures are uprooted, changed and influenced by events. Although much of this shift is hard

to foresee, these developments are likely to have a significant effect on core marketing practices, thought and concepts. Marketing is based on a marketing strategy theory and methodology, in which we aim to define and react better than rivals to the requirements and preferences of the target audiences. [8] More educated, progressive voices and organizations have spoken out for changes in the definition of corporate marketing whereby corporations balance short-term customer needs in terms of long-term social well-being. [7] & [8]

After Covid-19, customers, communities and organisations will undoubtedly reassess these ideologies and goals critically. Economists, theorists and advertisers were mainly concerned with long-termism while "real-world" constraints limited more immediate and urgent issues for politicians, businesses and managers. Through this context, the ultimate and short-term goals have been promoted over longer-term, more ethereal goals. [2] Can a pandemic provide

marketing directors and researchers with ample shock to challenge their businesses and their own core strategies and underlying ideologies? It's hard to predict at this point, but as the death rate increases and we all face the post-pandemic world, socially marginalized, lock-down practitioners and academics have a lot of time to reflect on the importance and relevance of their lives and businesses.

Although some far-sighted analysts have long argued the marketing climate is rebounding (Potts 2018), the Covid 19 crisis seems to have massively exacerbated the changes, and the planet after the pandemic is going to experience several wounds that heal needless scarves. The essence of marketing can be seen as an exchange. The interactions rely on mutual understanding, interest appreciation and communication – both of which were dramatically changed during the Covid-19 events for many purchasers and suppliers. Most governments shortened the supremacy of face to face meetings and

transactions, which were gradually (in many contexts) undermined by online communication.

Politicians and social scientists, many of whom had previously blamed clients for leaving high street shops and centres, modified their views on the internet market so that they acknowledged that there should have been 2 or 3 or more significant impacts of these pandemics on the Internet. The relationship between buyers and suppliers suddenly changed when lock-ins were enforced and restrictions on travel enforced. In the past few years, the new era of internet, smartphones and social media marketing has risen from pre-adolescence to a turbulent teenager. Skype, WhatsApp and Zoom (and several more). In future studies these things must be mapped and deconstructed as the world after the pandemic is very different.

2.1.2 THE BUSINESS SENSE

While adjustments to core marketing principles have been and continue to be made, these changes reflect

the disruption Covid-19 caused in the marketing environment. Recessions, downturns, wars, revolutions, earthquakes and volcanoes have appeared to have been small prejudices compared to regional blockades or broad-based, non-millennium state interventionism. A transitional tsunami has entered the marketing microenvironments of organizations which go beyond previous volatility and consequences. The way businesses work has been changed by social alienation and forced lockouts that require drastic changes in processes and structures. Through lockdowns and local supply chains distributed across most industries and markets, the global supply chain has become highly fragmented. Distribution firms have gone from being known as brown truck pests and wretched nuisances to being almost starved by the customer as domestic saviours for goods (SIRC, 2020; see Hatchman).

Restaurants around the globe have become receptionists from great restaurants, fast food suppliers have

expanded their role to supermarket shoppers and suppliers (see Whitbread, 2020). In periods of months and years of past initiatives, advertisement and media organizations needed approaches and responses. Public security campaigns and other social media campaigns, and lessons learned and accepted from new ideas and practical perspectives will be discussed. The sense of business has also shifted. Following this pandemic, consumers, the public and the government required and sometimes forced collaboration to help all. In this regard, the former rivals are now automatically allies – an example of Formula 1 's unparalleled effort to create, manufacture and supply fans (see de Menzies, 2020). Post-pandemic retrospective research would investigate the advantages and rewards of cooperation embodied by practitioners in previous adversary organisations.

The marketing macro climate has changed profoundly and will have a repercussion for decades. The global

economy has been seriously affected. Covid-19 initiatives have diminished the impact of austerity programmes, shut down entire markets, forced companies to migrate almost completely online and dramatically changed the essence of consumer spending. In particular, food retailers had incomparable sales prior to locks while massive demand flourished among online entertainment and networking organizations. Some sectors such as building and the automotive industry have been seriously hit and waves and returns on demand and supply can fluctuate over many years.

Politically, nearly every country has undergone significant changes in philosophies that, among many other issues, have strongly extended previously sought after theories of freedom of movement and the market economy. In many countries the State has taken on many industries and the impact on nations, regions and global economies will reverberate in the long term. Technology

usually used to replace personal communication, even as policy makers hailed the Web as a lifesaving tool (in countries that are tracking viruses, especially in Asia) (the Japan Times, 2020).

Press reports have also suggested that in 24 hours 20 years of development in technology have been turned into a pandemic. Science and technology became a priority as scientists, modellers and scientists were given immediate funding to explore vaccines, antibody testing and virologic modelling. Covid-19 has changed socially and will change people's mind and behaviours, companies, executives and governments. Cultural shifts have taken place in people's views of themselves, others, institutions, nature and the environment. Whereas the timetable of such events was little anticipated, prospective scientists and long-term scenario planners have sought to stress the possible effect of these drastic and devastating events on the earth (see Malaska 2000). Which exactly will be the

essence of these shifts in our climate and culture?

2.1.3 DIGITAL MARKETING

Digital marketing in simple words can be stated as the implementation of marketing plans and strategies through the use of internet and other related digital platforms. It can be defined as a marketing approach that primarily relies on the internet to connect with the target audience through various digital media channels and platforms. Under Digital Marketing, the marketers use internet, mobile devices, e-mails, social media, search engine, video streaming platforms, and other such channels to reach the customers. However, there are some marketing experts who are of the opinion that digital marketing should be regarded as a completely different and new endeavour which requires new and different ways of approaching, connecting and understanding the customers.

Digital Marketing is target specific.

That means, the brands and marketers can target a specific segment of customer based

on various factors, and also identify the perfect medium of channel for connecting with such customer base. Unlike the traditional marketing techniques, digital marketing is also interactive in nature. The various social media platforms like Twitter, Facebook, Instagram, etc., and A.I based technology like Chat-bots incorporates marketing with customer feedback and enables for an interactive two-way communication between the company and the customer. Advertising through digital platform is very flexible in nature and can be tailored and customized according to the needs and requirements of various customer base accordingly without much hustle and is also optimizable to various display sizes and thus, eliminating the drawback of traditional techniques of advertising.

2.2 IMPACT OF COVID-19 ON DIGITAL MARKETING

The widespread of Covid-19 had a drastic negative impact on on-field marketing activities, mainly due to lockdown. However, this opened the doors

for digital marketing as people shifted to digital mediums faster than anticipated. The following points explain the impact of covid-19 on digital marketing and advertising.

2.2.1 INCREASED SOCIAL MEDIA ENGAGEMENT PAVED WAY FOR INCREASED SOCIAL MEDIA MARKETING

Due to Covid-19 outbreak resulting in lockdown and work from home being in place, people had a lot of free time, which they mostly spent on social media. As a result, this provides an opportunity for marketers to capitalize on and better connect with their customers through various Social Media sites, like Facebook, Twitter, Instagram, etc.,

2.2.2 SHIFT FROM K.P.I EXPECTATIONS TO LIFETIME VALUE

Digital Marketing is traditionally based on analytics and Key Performance Indicators (K.P.I) for measuring the effectiveness and efficiency of digital

marketing campaigns. However, the outbreak of Corona Virus has devalued the importance, and emphasis on K.P. I's and increased the importance of Customer Lifetime Value.

2.2.3 INCREASED DEMAND FOR VIDEO AND MICRO VIDEO CONTENT

While the internet revolution led by Reliance Jio made the internet cheaper, the advent of Covid-19, made people so much so free that they had a lot of time to spend now. As a result, the demand for video contents in Video streaming platforms like YouTube has increased tremendously. Similarly, in case of micro video content platforms there has been a huge increase in demand. These things, provided the marketers with an opportunity to bank on Video and Micro Video contents to advertise and promote their products and services.

2.2.4 INCREASED IMPORTANCE OF A.I BASED CHAT-BOTS

While the online activities of the people have increased during quarantine, and the majority of the workforce was on work from home status, the companies adopted to A.I based Chat-bots, that would provide necessary assistance to the customers through a pre-programmed chat room. The use of these kinds of chat-bot the customers liking towards these bots has also increased unexpectedly, and as a result, these chat-bots have become a virtual assistant to the customers.

2.2.5 EMPHASIS OF EXPERIENTIAL MARKETING

As people are spending more time online during this lockdown period, the marketers have to emphasize on making the customers online experience engaging or else the chances are that the customer can get bored soon, if the webpage, landing page or virtual environment does not provide a good experience. Thus, the marketers are heavily emphasizing on

making the customers online experience a delightful one when they visit the website, attend webinar, visit curated content hub, visit landing pages etc.,

2.2.6 SURGE IN DEMAND FOR O.T.T. CONTENT HUBS

Covid-19 lockdown period also saw a surge in demand for and viewership of Over-The-Top Content Hubs such as Netflix and Amazon Prime. The surge in demand for these O.T.T platforms provides the Digital Marketer with an opportunity to promote and market their products and service through these platforms.

2.3 ACCORDING TO DELOITTE

Digital Sales Are Becoming More Active Than Holiday Period:

- ✚ Cohesive networks and customer service are more critical than ever in the current setting; as non-essential companies are shutting doors to stop the spread of Covid-19. This meant that both retailers and consumers

had to turn to digital reality overnight.

- ✚ Digital revenues in Q1 2020 are 18 percent higher than in Q1 2019.
- ✚ Traffic production in Q1 2020 is 13 percent relative to Q1 2019.
- ✚ Mobile and Social Increase in Traffic – There are two more peculiar patterns, in addition to the growth in digital commerce and traffic.
- ✚ The first involves traffic on the monitor. In Q1 2019, mobile traffic declined by 9%, but in Q1 2020 it increased by 9%. There is a marked turn to internet traffic and transactions of people inside and not going.
- ✚ Another trend is that social media traffic has risen rapidly. In the first quarter of 2019, the share of social network transport was 6 percent. This rose to 8 percent for the first quarter of 2020.

3. RESEARCH

METHODOLOGY

An online questionnaire was carried out to determine the effect of COVID 19 on customer behaviour. After the evaluation of various replies, a comprehensive analysis was carried out. The Likert scale has been used to enable respondents to discuss specific questions and show if they have an opinion. In () Pakistan, the questionnaire was distributed to 500 customers, as the reactions in the planet were different.

The fact that the customer attempted to adapt to this new paradigm was the explanation underlying various reactions. The method used was the sampling of snowball. ANOVA, independent sample t test and regression were used for the descriptive analysis. In the rest of the study, the graphs illustrated how customers view their purchasing behaviour.

4. RESULTS AND FINDINGS

4.1 DESCRIPTIVE STATISTICS

There have been 500 absolute and open responses collected from various regions in () Pakistan.

Table 1 Demographics of the respondents

Variable	Total Responses	Percentage
Gender		
Male	176	35.2
Female	324	64.8
Age		
20-30	320	64
30-40	170	34
40-50	8	1.6
50 and above	2	0.4
Occupation		
Student	300	60
Employed	130	26
Others	30	6
Government Employee	40	8

The female respondents were superior to the men. As well as the large percentage of people in the age groups were in the 20-30 age group. 300 of the participants were students in terms of occupation.

Table 2 Impact of Demographics on the Attraction towards offers

	Type	Number	Mean	F	Sig	Result
Gender	Male	176	3.987	1.712	0.126	sig

	Female	324	3.467			
Age Group	20-30	320	2.991			No sig
	30-40	170	3.456	3.821	0.006	
	40-50	8	3.212			
	50 and above	2	2.311			
Occupation	Student	300	2.958			No Sig
	Employed	130	3.006	2.621	0.000	
	Others	30	2.926			
	Government Employee	40	2.830			

Gender: The findings indicate that the gap between the offerings of men and women is important. The average value indicates that women were drawn to offers during the pandemic on different digital platforms.

Age Group: There is no major difference among offers and the customer age group. The average value

indicates that 20-30-year-old consumers were drawn during the pandemic to offers on different digital platforms.

Occupation: The correlation among offering and the profession of the customers is not important. Throughout this pandemic, customers who were students were drawn to offerings on different digital channels.

Table 3: Demographic impact on the anti-crisis deals

	Type	Number	Mean	F	Sig	Result
Gender	Male	176	3.987	2.987	0.001	No sig
	Female	324	3.467			
Age Group	20-30	320	2.991	2.543	0.006	No

	30-40	170	3.456			sig
	40-50	8	3.212			
	50 and above	2	2.123			
Occupation	Student	300	2.958	2.769	0.029	Sig
	Employed	130	3.006			
	Others	30	2.926			
	Government Employee	40	2.830			

Anti-crisis dealing is the kind of offer that customers receive during a downturn for instance when they earn super saver discounts in supermarket goods.

The findings indicate that the anti-crisis dealings among men and women vary greatly. The average value suggests that women appear to be drawn to crisis management.

The anti-crisis offers and the age demographic of the customers are substantially different. The average value indicates that clients in the 30-40 age group also draw more attention to crisis management arrangements.

While dealing with the crisis and the occupation of the customers there are major variations. The customers concerned were drawn to coping with the crisis.

Table 4: Demographic impact of Personalized Digital Communications

	Type	Number	Mean	F	Sig	Result
Gender	Male	176	3.213	3.765	0.000	sig
	Female	324	3.543			
Age Group	20-30	320	2.503	3.309	0.049	sig
	30-40	170	3.987			
	40-50	8	3.111			

	50 and above	2	2.098			
Occupation	Student	300	2.958			
	Employed	130	3.006	3.987	0.002	Sig
	Others	30	2.926			
	Government Employee	40	2.830			

Gender: The findings indicate that the gender of personalised digital communications is substantially different. The average value indicates that men are drawn to digital customization.

Age Group: Among customised digital communication and the age group of

customers, there is a significant gap. The average value indicates that 30-40-year-old consumers appear to draw more people to customised digital communication.

Occupation Among personalised digital communication and customer employment there is a considerable gap. The customers working are drawn to personalized digital communications.

Table 5: Demographic impact of Empathy

Gender	Type	Number	Mean	F	Sig	Result
	Male	176	3.213	3.765	0.042	Sig
	Female	324	3.543			
Age Group	20-30	320	2.503	3.309	0.049	Sig
	30-40	170	3.987			
	40-50	8	3.111			
	50 and above	2	2.098			
Occupation	Student	300	2.958	3.987	0.129	No Sig
	Employed	130	3.006			
	Others	30	2.926			

Government Employee	40	2.830
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The findings indicate that empathy demonstrated digital marketing and the gender of customers differs substantially. The average value suggests that women are tending to take calls of empathy.

The empathy and the age group of customers are substantially

different. The average value indicates that clients in the 30-40 years appear to receive empathy messages.

The correlation among empathy and customer occupation is not important. The working customers were drawn to messages of empathy.

4.2 REGRESSION RESULTS

Table 6 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.966 ^a	.951	.949	.05459

a. Predictors: (Constant), Attraction toward offers, Anti crises deals, Personalized digital communication, Empathy,

Table 6 outlines the findings of digital marketing on consumer behaviour regression analyses. In general, the digital marketing has favourable connection with consumer behaviour (R=0.966). These

measures explain 95.1% of the variation of the dependent variable that is consumer behaviour and its acceptability, based on the adjusted R square value of 0.951.

Table 7 ANNOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.661	8	1.631	416.962	.000 ^a
	Residual	1.1	289	.003		
	Total	10.761	297			

a. Predictors: (Constant), Attraction toward offers, Anti crises deals, Personalized digital communication, Empathy,

b. Dependent Variable: Consumer behaviour.

The findings of the ANOVA statistics stated above in the table 7 illustrates that the sum of the square value for the regression is 9.661, subsequent the df value of 8. The mean square value is stated as 1.631, tracked by the F-statistics

value of 416.962, which is above the value required. Finally, the significant value of p is signified as 0.000, which represents the strong and substantial association among the two variables, such as digital marketing as well as consumer behavior.

Table 8 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.371	0.121		2.991	0.004
	Attraction toward offers	0.512	0.081	0.611	6.646	0.000
	Anti-crisis deal	0.041	0.064	0.034	0.718	0.031
	Personalized digital communication	0.349	0.119	0.161	1.545	0.002
	Empathy	0.325	0.149	0.131	1.411	0.000

a. Predictors: (Constant), Attraction toward offers, Anti crises deals, Personalized digital communication, Empathy,

b. Dependent Variable: Consumer behaviour.

The coefficient analysis results are mentioned in the above table 8. As per the findings illustrated above, the Y-intercept value is found to be 0.371, with a standard error of 0.121, along with t value of 2.991. It is obvious that independent variable with higher level of β has higher impact on dependent variable; therefore, study results revealed that the attraction toward offers has significant impact on consumer behaviour with t-statistic 6.646 and significance level is 0.000, which is less than P-value 0.05 and the Beta value ($\beta=.611$, sig<.05) is the most influential dimension on consumer behaviour

The table demonstrates that the interest against offerings and consumer choice vary considerably, while the buyer might not be able to visit markets during this pandemic because sales and offers were usually available. Because numerous offers are now sent via various digital marketing platforms, they are drawn to those offers.

followed by personalized digital communication with Beta value ($\beta=.161$, sig<.05), t-statistics 1.545 and significant at 0.000.

Moreover, Empathy has shown the third influential dimension with t-statistics 1.411 and significant at 0.000, also the Beta value ($\beta=.149$, sig<.05) reflects the percent of change in dependent variable if Empathy changed by 1%, then it followed by Anti-crisis deal ($\beta= .034$, sig<.05) and significant at 0.031. Thus, the above findings of the model are significant enough to endorse our study hypotheses.

The variation between the deals for anti-crisis and consumer demand can be substantial since customers witness such a pandemic mostly because of it are anxious, they are then drawn over to them and buy this pandemic if they see any anti-crisis offers.

The table above demonstrates the influence on the preference of the customer of personalised digital

communication is because, throughout these challenging times, the customer wants personalised messages from the businesses because they want to be dedicated to this company.

Both empathy and customer preference there is a significant

4.3 RELIABILITY ANALYSIS

To assess the internal consistency of the structures, which is the association between both the components of the construct making up the scale, reliability was measured. Alpha from Cronbach is by far the most widely accepted method used to calculate the internal accuracy of

difference. Customers prefer businesses to show empathy for them, respond to their clients and demonstrate that they satisfy their requirements and would like to meet the pandemic appropriately.

the design and offers a quantitative reliability factor. The reliability value above 0.70 is considered ideal for the accuracy measurement. In each build and over the entire size using alpha from Cronbach reliability estimates were calculated, and it was noticed that both values are above 0.80 indicating widespread reliability.

Table 9 Cronbach Alpha

Construct	Cronbach Alpha	Overall Cronbach Alpha
Attracting towards offers	.879	.804
Anti-crisis deals	.762	
Personalized Digital Communication	.901	
Empathy	.769	

5. CONCLUSION

In spite of changes made, it is crucial for customers and employees to enhance communication. Businesses nevertheless guarantee that all networks and even communication points deliver a clear message. Some people will also create new communication systems and anticipate entire new markets to be drawn. Miss Fresh, an online retailer in China, said the number of users 40 years and older has increased by 237 percent because the growing acceptance. Trendy look empowered consumers are creating unique expectations and new ways to create loyalty and significance. Online search features with innovations like dynamic range creation, for instance, allow people to identify their specific brand image. Listening and monitoring of shortage items and providing appropriate substitutes or reasonable return times or drawing on substitute stocks, providing customer support and convenience with lock services. Direct customers should compete

with other variables involved like unpredictable transactions through different networks, for example new domestic customers.

Get to be uncertain because of an absence of historical evidence of specific decisions. Brands start listening to social and consumer knowledge and use it as a way of understanding and personalising increasing requirements. Global supermarkets are adapting their operating methods to meet customer needs. Many companies have provided their customers with crisis-related services which show genuine empathy for their many issues. The e-retailers and professionals can indeed be supported by this research. This research enables retailers to recognize how the customer searches for goods and what the brands plan to do during a pandemic. The researchers will be using this research to understand the pandemic and how the pandemic affected the spread of the disease before and after this pandemic.

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