

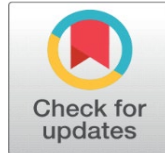
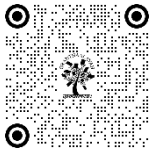
GROWTH OF DIGITAL MARKETING IN THE POST-COVID ERA: A COMPARATIVE ANALYSIS OF PRE- AND POST-PANDEMIC TRENDS

Dr. Sheetal Darekar¹✉, Ajay Dunghav², Navneet Jain², Kondi Srinija³, Jatin Wagh³

¹ Associate Professor, Dr. D. Y. Patil B-School, Pune

² Assistant Professor, Dr. D. Y. Patil B-School, Pune

³ Student, Dr. D. Y. Patil B-School, Pune



Corresponding Author

Dr. Sheetal Darekar,
sheetal.darekar@dpu.edu.in

DOI

[10.29121/shodhkosh.v4.i2.2023.2367](https://doi.org/10.29121/shodhkosh.v4.i2.2023.2367)

Funding: This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

Copyright: © 2023 The Author(s). This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/).

With the license CC-BY, authors retain the copyright, allowing anyone to download, reuse, re-print, modify, distribute, and/or copy their contribution. The work must be properly attributed to its author.



ABSTRACT

Growing was digital marketing prior to the pandemic. Digital marketing knowledge and awareness increased, but more slowly. Few large brands considered it essential or a way to reach a wider audience worldwide. Furthermore, because they had smaller marketing budgets, nontraditional startups were the first to experiment with digital marketing. The COVID-19 pandemic has had a significant impact on how businesses operate. Many businesses are opting to conduct customer interactions and brand sales virtually via the internet due to health and safety concerns. The world has gone online, from clothing to food and medicine. The company experienced a total digital makeover overnight. The survey indicates that 66% of these companies have finished digital marketing tasks that previously seemed like a huge challenge, and 59% of these companies have increased their efforts in this area. All of the brands that had chosen to sell digitally kept doing so as the pandemic passed, and the world started to open up. Along with saving money on various traditional marketing expenses, they also produced better results. In fact, they have begun hiring more people and growing their teams for digital marketing, which offers marketing freshmen a lucrative career opportunity.

In this study, we examine whether digital marketing has significantly expanded both before and after the COVID-19 pandemic. The responses of marketing managers from 100 Pune-based companies are used in a two-sample means test for this purpose. The findings indicate that during the COVID period, digital marketing has become significantly more important.

Keywords: Digital Marketing, COVID-19, Marketing Managers, Online Business, Post-Pandemic Marketing, Marketing Trends

1. INTRODUCTION

The term digital marketing refers to the use of digital channels to sell products and services to consumers. This type of marketing includes the use of websites, mobile devices, social media, search engines and other similar channels. Digital marketing became popular with the advent of the Internet in the 1990s. Digital marketing incorporates some of the same principles as traditional marketing and is often seen as another way for companies to reach consumers and understand their behaviour. Companies often combine traditional and digital marketing techniques in their strategies. However, digital marketing comes with its own set of challenges, including implicit bias.

How to cite this article (APA): Darekar, S., Dunghav, A., Jain, N., Srinija, K., and Wagh, J. (2023). Growth of Digital Marketing in the Post-Covid Era: A Comparative Analysis of Pre- and Post-Pandemic Trends. *ShodhKosh: Journal of Visual and Performing Arts*, 4(2), 1278-1282. doi: 10.29121/shodhkosh.v4.i2.2023.2367

A strong digital marketing strategy seeks to maximize the impact of owned, paid and earned media. These marketing strategies involve multiple channels and approaches – including website content and blogs, as well as online advertising, testimonials and reviews. A digital marketing strategy should vary depending on the type of business and the industry involved. Digital marketing involves marketing to consumers through digital channels, including websites, mobile devices and social media platforms. This form of marketing is different from Internet marketing, which is done exclusively on websites.

Digital marketing refers to attracting customers through email, content marketing, search platforms, social media and more. One of the biggest challenges digital marketers' faces is how to stand out in a world that is oversaturated with digital marketing ads. Digital marketing comes with various challenges, including implicit bias.

2. LITERATURE REVIEW

Although digital marketing has been added to the marketing strategies of B2B firms, research on the topic is still in its infancy. In fact, until recently, many organizations believed that digital marketing was only useful for B2C organizations (Lacka and Chong, 2016). However, digital marketing success stories from B2B firms such as Cisco and IBM (Venkatesh et al., 2019) have gradually changed this perception. Organizations have realized that digital marketing in the B2B space increases the flow of information and trust between customers (Krishna and Singh, 2018; Pandey, 2015). Many organizations lack comprehensive knowledge of B2B digital marketing best practices, affecting their return on investment (RoI) (Wertime and Fenwick, 2011). Furthermore, the adoption of digital marketing requires constant research as this domain is rapidly evolving due to the constant influx of new technologies (Shaltoni, 2017). From the World Wide Web in the 1990s to the Internet of Things, the web has undergone massive evolution. Thanks to digital media, today's B2B customers have access to information about a variety of products and services that were not traditionally readily available to buyers. This information helps B2B customers make informed decisions. B2B organizations should maintain a credible online presence, either through websites or blogs in online business communities or through social media platforms (Pandey and Shinde, 2019). Customer relationship management is also important for B2B organizations across all channels, including online. This study aims to explore this emerging issue by focusing on a key question – how much research has been done to date on the use of digital marketing in the B2B domain and what is the potential scope for future research.

A comparative study showing the difference between pre-COVID and post-COVID impact is not seen.

3. METHODOLOGY

To draw meaningful inferences and conclusions, a minimum sample size of 100 is recommended (Alreck and Settle, 2003). Accordingly, 100 marketing managers from Pune were surveyed through a questionnaire containing importance accorded to 10 digital marketing strategies given below:

- 1) Inbound marketing
- 2) Content marketing
- 3) Account based marketing (ABM)
- 4) Search engine optimization (SEO)
- 5) Social media marketing
- 6) Email marketing
- 7) Pay-per-click advertising
- 8) Video marketing
- 9) Online (and in-person) events
- 10) Chatbot and live chat marketing

Two columns were created in the questionnaire – one for pre-COVID significance and second for post-COVID significance. Both these columns had five response options – Not at all significant, very little Significant, Moderately Significant, Highly Significant, and Very Highly Significant. The responses were coded with values of 0 for Not at all significant, 1 for Very little Significant, 2 for Moderately Significant, 3 for Highly Significant, and 4 for Very Highly

Significant. A two-sample means t-test was used to compare the pre-COVID and post-COVID significance. The hypothesis set was:

Ho: There is no difference between pre-COVID and post-COVID significance of digital marketing

Ha: There is a significant difference between pre-COVID and post-COVID significance of digital marketing

The hypothesis was tested at a 95% confidence level.

4. DATA ANALYSIS AND INTERPRETATION

29 respondents were from the Northern region of Pune, 12 were from the Eastern region, 32 were from the Western region, and 27 were from the Southern region. 41 respondents were from the age-group of <30 years, 32 were from the age-group 30-40 years, and 27 were from the age-group of >40 years.

Table 1 gives a comparative average of the ten digital marketing strategies and their significance ratings by the 100 respondents:

Table 1: Comparative ratings of 100 marketing managers			
Sr. No.	Item	Pre-COVID#	Post-COVID#
1	Inbound marketing	1.02	2.42
2	Content marketing	0.97	2.49
3	Account based marketing (ABM)	1.26	2.43
4	Search engine optimization (SEO)	1.02	2.57
5	Social media marketing	0.98	2.59
6	Email marketing	1.05	2.50
7	Pay-per-click advertising	1.12	2.56
8	Video marketing	0.93	2.67
9	Online (and in-person) events	1.04	2.25
10	Chatbot and live chat marketing	0.99	2.42
	Total	1.04	2.49

#Average ratings on a scale of 0-4.

It is observed that for all the items there is an increase in the post-COVID significance rating. The average has increased from 1.04 to 2.49. The rating 1.04 indicates Very little significance, whereas 2.49 rating is in between Moderate and High significant rating.

A two-sample means t-test was used based on the averages of pre-COVID and post-COVID ratings of the ten items for the 100 respondents. Results were as under:

Table 2: Summary statistics							
Variable	Observations	Obs. with missing data	Obs. without missing data	Minimum	Maximum	Mean	Std. deviation
Pre-COVID	100	0	100	0.500	1.600	1.038	0.260
Post-COVID	100	0	100	1.600	3.600	2.490	0.371

t-test for two independent samples / Two-tailed test:

95% confidence interval on the difference between the means:

[-1.541, -1.363]

Table 3: T-test results	
Parameter	Value
Difference	-1.452
t (Observed value)	-32.045
t (Critical value)	1.972
DF	198
p-value (Two-tailed)	<0.0001
alpha	0.050

Test interpretation:

H₀: The difference between the means is equal to 0.

H_a: The difference between the meanings is different from 0.

As the computed p-value is lower than the significance level $\alpha=0.05$, one should reject the null hypothesis H₀, and accept the alternative hypothesis, H_a.

Thus, the null hypothesis that there is no difference between pre-COVID and post-COVID significance of digital marketing was rejected in favor of the alternate there is a significant difference between pre-COVID and post-COVID significance of digital marketing.

5. CONCLUSION

A strong digital marketing strategy is critical to an organization's success in today's business environment. Companies thriving in the digital world typically allocate significant resources to developing digital marketing strategies. In this process, organizations reach customers on various digital and social platforms, thereby achieving positive profits, better conversion rates and reaching their customers. From a higher-level perspective, marketing strategy is the process of identifying specific marketing objectives. The overall marketing strategy emphasizes achievable goals for both traditional (print, radio, broadcast) and digital channels. Using established strategies and goals, marketers evaluate the various marketing tactics necessary to achieve those strategic goals. Our analysis shows that there is a significant difference between pre-COVID and post-COVID significance of digital marketing.

CONFLICT OF INTERESTS

None.

ACKNOWLEDGMENTS

None.

REFERENCES

- Alreck P.L. and Settle R.B (2003). *The Survey Research Handbook*. McGraw-Hill Education. London.
- Gawande, A., Kumar, A., & Patil, P. (2022). SBI Life: Focus on Digital. *KIM Journal of Management Cases*, 1(1), 82-88. DOI: <https://doi.org/10.5281/zenodo.7703493>
- Gawande, A., Kumar, A., Mobo, F., Momin, M. M., & Bhanot, A. (2021). CASEPEDIA: Volume 1: Case Studies in Management. Case Development Cell, Dr. D. Y. Patil B-School, Pune, India. DOI: <https://doi.org/10.5281/zenodo.6665531>
- Krishna, N. and Singh, J. (2018), "Factors affecting B2B e-commerce adoption decision: an analysis of Indian textile industry", *Academy of Marketing Studies Journal*, Vol. 22 No. 2, pp. 1-9.

- Kumar, A., Brar, V., Chaudhari, C., & Raibagkar, S. S. (2022) (2022). Discrimination against private-school students under a special quota for the underprivileged: a case in India. *Asia Pacific Education Review*, Article in Press, Article online 10 December 2022. DOI: <https://doi.org/10.1007/s12564-022-09815-z>
- Kumar, A., Gawande, A., & Raibagkar, S. (2022). Quality complacency in Indian higher education institutions between the second and third cycles of accreditation. *Quality Assurance in Education*, 30(4), 431-445. DOI: <https://doi.org/10.1108/QAE-01-2022-0019>
- Lacka, E. and Chong, A. (2016), "Usability perspective on social media sites' adoption in the B2B context", *Industrial Marketing Management*, Vol. 54, pp. 80-91.
- Pandey, N. and Gudipudi, B. (2019), "Understanding 'what is privacy' for millennials on Facebook in India", *Journal of Data Protection & Privacy*, Vol. 2 No. 3, pp. 224-233.
- Pandey, N. and Shinde, S. (2019), "V-Xpress: B2B marketing in the logistics industry", *Emerald Emerging Markets Case Studies*, Vol. 9 No. 1, pp. 1-23.
- Ramgade, A., Kumar, A., & Brar, V. (2022). Impact of apologetic responses on guest complaints for creating a loyal customer base and the art of restoring repeat business in star rated hotels. *International Journal of Food and Nutritional Sciences*, 11(8), 1268-1275. DOI: <https://doi.org/10.5281/zenodo.7573860>
- Ramgade, A., Kumar, A., & Brar, V. (2022). Impact of customer intimacy on customer loyalty, retention and sustaining revenue for the organization. *International Journal of Food and Nutritional Sciences*, 11(8), 1261-1267. DOI: <https://doi.org/10.5281/zenodo.7573765>
- Shaltoni, A.M. (2017), "From websites to social media: exploring the adoption of internet marketing in emerging industrial markets", *Journal of Business & Industrial Marketing*, Vol. 32 No. 7, pp. 1009-1019.
- Vani, V. G., Ashraf, M. S., Kumar, A., Padhy, S., Yallappa, G. N., Biban, L., & Singh, P. (2022). A novel machine learning method for identifying plant disease to increase yield. *International Journal of Food and Nutritional Sciences*, 11(SI1), 1159-1163. <https://doi.org/10.5281/zenodo.7573681>
- Venkatesh, R., Mathew, L. and Singhal, T.K. (2019), "Imperatives of business models and digital transformation for digital services providers", *International Journal of Business Data Communications and Networking*, Vol. 15 No. 1, pp. 105-124.
- Wertime, K. and Fenwick, I. (2011), *Digi Marketing: The Essential Guide to New Media and Digital Marketing*, John Wiley & Sons, Hoboken, NJ