COVID-19 IMPACT ON DIGITAL MARKETING WITH REFERENCE TO CHENNAI CITY

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Abstract
The key reason for this exploration is to decide the effect of coronavirus Covid-19 on the digital marketing in Chennai City. Coronavirus one of the savage known infections has just ended the lives of numerous in practically 50% of the nation. This implies the nation's financial development has dropped down. It has nearly stirred up a wide range of business including the web based business for an enormous scope. Significant retailers have incidentally covered their stores. Aside from that, the medium and little measured retailers are fighting with the circumstance because of low footfalls. Further, advanced advertising are additionally not out of the rundown. They are additionally seriously influenced by Chennai city. Numerous web-based business organizations depend upon different nations item for half of its product items. Thusly, it is expected this lethal infection will seriously affect the Chennai city digital marketing particularly the items. An overview has been led for this exploration and essential research has been completed to improve result. The outcomes represented that as the limit of the items and the limit of the ventures are lockdown which implies that there is no import and fare of the item.

INTRODUCTION

Digital marketing is widely passed-down to help item and administrations and to speak with clients utilizing computerized arrange. Digital marketing includes in front of web promoting along with channels those needn't bother with the utilization of the Internet. It prepares for internet based life promoting, web index showcasing, Smartphone's, show publicizing and more types of advanced media (Suresh Reddy, 2003). Digital marketing is constantly a wide phrasing that raises an assortment of special techniques embraced to achieve customers by means of computerized mechanizations. Digital marketing epitomizes wide variety of administration, item and brand showcasing effort generally who use web as a focal part limited time transitional in increment to Smartphone's and other special media.

Computerized get to and advanced partition in India and a few realities about it. Crown infection is accepting tolls on life just as on worldwide economy. India is no exemption. Organizations need endurance techniques during Covid-19 and even post Covind-19 period to continue. According to the world monetary discussion there is around 41% dynamic web clients in India. Inexact 1.4% gainful utilization of Internet and commitment to online retail deals in India when contrasted with the created nations. Created nations have 14% gainful utilization of Internet and commitment to online retail deals. Furthermore, the third measurements are around 28% of dynamic web clients in India are beneath the age group of 18. These three measurements that I have shared above are significant on the grounds that our advanced showcasing in the covid-19 period.

The coronavirus (Covid-19) has a wide-reaching impact on web based business, innovation, business travel, and the economy. It has just ended the lives of numerous and is likewise taking. Furthermore, every nation follows the lockdown systems as a method for forestalling measures and Chennai city has additionally embraced the equivalent. It appears to be both private and the open division are wrecked because of this infection. The truth of the matter is unavoidable that the impact of novel coronavirus will significantly affect the nation, economy, and society. The expanding danger of novel coronavirus is a general wellbeing emergency and hampers the large scale economy all in all. It has additionally removed the gracefully of the business.

COVID-19

Coronavirus is considered as one of the most irresistible infections which basically happens subsequent to tainting the human with the thorough intense condition of respiratory issues. The specific illness has been developed like a pandemic general wellbeing emergency in light of broad spread inside the quantity of countries. The pandemic of COVID-19 is quickening its progress towards computerized business in an extremely critical way. The clients of the country are relied upon to rehearse social separating. COVID-19 is distinguished as a free factor in light of the fact that the economy of the country and the world has been affected fundamentally. In light of this specific pandemic the individuals of the country have forced a more significant level of confinements upon the people just as on the organizations. This infection has acquired countless

disasters on the planet economy. COVID-19 has been introduced as the autonomous variable in this specific investigation since the whole economy and the prosperity of the whole populace has depended on this specific pandemic to a more noteworthy degree.

CURRENT DIFFICULTIES
In covid-19 period the majority of the organizations are confronting these following difficulties
1. Less profitable utilization of computerized media
2. absence of computerized proficiency
3. improvement of foundation required for Digital economy
4. Coordination and auxiliary difficulties to evacuate for E Commerce organizations
5. confronting changed customer conduct
6. making maintainable and elective business procedures

HOW TO DO DIGITAL MARKETING DURING COVID-19 OUTBREAK?
1. Focus to increment advanced proficiency – so as we probably am aware from the measurements above, computerized education is less in India thus organizations and organizations need to distinguish where and how they can produce mindfulness and appropriately they need to make instructive substance for their business or item or administrations and they ought to teach their potential clients.
2. CSR face of Companies – corporate social obligation face of organizations will help in association and brand building
3. Target more youthful crowds as we probably am aware from the insights all things considered of the web clients in India are youthful age individuals so organizations should center their administration offering and item contributions towards the more youthful crowd.
4. Businesses should consider approaches to increment beneficial utilization of computerized media – for instance, organizations can consider connecting with advanced substance that can be enthusiastic substance, conceptualizing content, assessment best substance, gaming content, etc.
5. Give better access to your items and administrations to clients – in your computerized change process you should take care about the straightforward entry of your items and administrations to clients. Regardless of whether you make a site or a Facebook page or instalment door framework or straightforward specialized technique you should keep center around giving better openness. For instance, you can save neighbourhood language on your site for your nearby clients. You can give a portable benevolent site to your clients for better understanding.
6. Do a salt Shaker test while you go computerized – A salt shaker test is to satisfy the most fundamental needs of your clients identified with your item or administrations or business before you include top ups or embellishment or extra advantages or incentive with your item, administration or business. So before you start advanced showcasing, do this test for your business. Concentrate on minute detail that is forthright not obvious or felt but rather nonattendance/breaking down of it tends to be hazardous for your clients. Little, straightforward however incredible.
7. Mass consideration is significant You should continue broadening your contributions, estimating and focusing such that you can contact an ever-increasing number of individuals. Your primary target ought to arrive at the Critical Mass with a lower cost and better worth.
8. Extended emergency showcasing system with non - forceful unobtrusive messages.
9. Keep clear results against what clients pay and how. More worth arranged methodology. Non-fundamental administrations or items keep ordinary unpretentious correspondence and attempt exchange reasonable models.

REVIEW OF LITERATURE
Amit Singh Rathore et.al (2017) the researcher states that massive Indian market is changing fast. Internet access is mainstreaming among professional and the use of mobile is intensifying. He says consumers are looking and searching more on internet to find the best deal from the seller around India. Digital Marketing such as search engine optimization (SEO), Search Engine Marketing (SEM), Content Marketing, Influencer Marketing, Content Automation, Ecommerce Marketing, Campaign Marketing and Social media marketing, Social media optimization, E-mail Direct Marketing, Display Advertising, E-books, Optical Disks and Games are becoming more and common in our advancing technology. Digital marketing is cost effective and have great commercial impact on the business.
Zarchi et.al (2020) in their study concluded that the online wholesale mobile applications display an alike trend. It has been observed that there is development in the total number of active users, new users and pays out during the second week in the month of March 2020. It is also anticipated by the researchers that the proportion of active audiences in the online platform would be more as compared with the months of January and February. The majority of the development of new and active audiences in online mobile applications is mainly on

websites that offer food delivery services and facilities. In the nations of South East Asia, for example, Malaysia, Taiwan, Thailand, Singapore, and Hong Kong have experienced increase online traffic on the food delivery websites.

Peterson Ozili and Thankom Arun (2020) revealed that the how did a health crisis translate to an economic crisis? Why did the spread of the coronavirus bring the global economy to its knees? The answer lies in two methods by which coronavirus stifled economic activities. First, the spread of the virus encouraged social distancing which led to the shutdown of financial markets, corporate offices, businesses and events. Second, the exponential rate at which the virus was spreading, and the heightened uncertainty about how bad the situation could get, led to flight to safety in consumption and investment among consumers, investors and international trade partners. We focus on the period from the start of 2020 through March when the coronavirus began spreading into other countries and markets. We draw on real world observations in assessing the restrictive measures, monetary policy measures, fiscal policy measures and the public health measures that were adopted during the period. We empirically examine the impact of social distancing policies on economic activities and stock market indices. The findings reveal that the increasing number of lockdown days, monetary policy decisions and international travel restrictions severely affected the level of economic activities and the closing, opening, lowest and highest stock price of major stock market indices. In contrast, the imposed restriction on internal movement and higher fiscal policy spending had a positive impact on the level of economic activities, although the increasing number of confirmed coronavirus cases did not have a significant effect on the level of economic activities.

Nathaniel Hartmann & Bruno Lussier (2020) in this article study that the COVID-19 pandemic is bringing about immediate, wide-ranging, and severe challenges for many B2B sales forces. Such challenges call attention to the importance of frameworks that can be applied to aid sales managers in understanding the impact of and responses to COVID-19. Leavitt's model of organizational change, and socio-technical systems theory, point to the importance of considering four inter-related social (i.e., human and structure) and technical (i.e., task and technology) variables when examining organizational change, and recognizing that change to one variable can be predicated upon and/or bring about change to other variables. We tailor Leavitt's model to the B2B sales context and recognize the potential for exogenous shocks such as COVID-19 to impact each variable. In doing so, we conduct a review of practitioner oriented articles, interviews with key informants working for B2B organizations, and a webinar with sales professionals. These efforts lead to a rich discussion and set of considerations that can help B2B sales forces better understand and respond to the COVID-19 pandemic and other crises.

Pymnts (2020) revealed that the increase in demand and traffic could be evidently analysed by a researcher from the initial period of March month a significant rise in the number of active and new customers and he stated that the rate of increasing traffic has been increased with the passage of every day from month of march 2020.

Timothy & Bradley(2020) in their study concluded that the Canadian fruit and vegetable markets were significantly impacted by the spread of the novel coronavirus (and Covid-19 disease), beginning in March, 2020. Due to the closure of restaurants, bars, and schools, produce growers and distributors were forced to shift supplies almost entirely from the foodservice to the retail channel. Shippers reported labor and logistical constraints in making the change, but the fresh produce supply chain remained robust. In the long term, we expect lasting changes in consumers' online food-purchasing habits, heightened constraints on immigrant labor markets, and tighter concentration in fresh produce distribution, and perhaps retailing.

OBJECTIVES OF THE STUDY
1. The main objective of the study on digital marketing and its impact of Covid 19 with reference to Chennai City.
2. To find the impact of COVID-19 on Sectors in India and how to market during Corona.
3. To suggest suitable measures based on findings of the study.

RESEARCH METHODOLOGY
The study is focused mainly on primary data collected from individuals who have used online marketing services. These respondents are helping the researcher in gathering the data related to the impact of coronavirus (COVID-19) established on the ecommerce business in Chennai City.

Primary Data – The Primary data were collected using self-Administered questionnaire.

Secondary Data – The Secondary data were collected from the research Papers and articles
                Published in different Journals.

Type of Research – Descriptive Research

Sampling Design – Random Sampling Method

Sample Area – Respondents from Chennai City Only.

Sample Size – The sample size of this study is 50 respondents

Statistical Tools – Percentage analyzing and Reliability Analysis.

LIMITATIONS
The investigation has certain impediment under which it was done these confinement are as per the following
- ❖ The review was limited to Chennai as it were.
- ❖ Due to respondents occupied timetables, the interests appeared by respondents to answer the poll might be less. This may have brought about gathering off base data.
- ❖ Due to time and cost limitation the example size chose is 50.
- ❖ The inclination of the respondents may represent an impediment of the investigation

HYPOTHESIS
H1: E-business is facing a negative effect of coronavirus (COVID-19) in Chennai City.

MOST AFFECTED INDUSTRIES IN INDIA FOR COVID-19
As per Dun & Bradstreet, find below the industry wide impact of Covid-19 in India along with tentative recovery timeline. Businesses should be well prepared with the contingency plan and move towards a sustainable plan with the help of digital marketing strategies**.**

Assumptions*: - The COVID-19 pandemic subsides in India from its peak level and all businesses resume operations from June 2020 onwards, although in a staggered manner. - Businesses across the globe (excluding China) also resume operations from June 2020, although in a staggered manner. - More businesses across China resume operations from April 2020 (over 60% of the companies in China have actually resumed in March 2020)			
Sector	**Impact**	**Recovery Period**	**Reasons**
Drugs and pharmaceutical	Moderate	Short term	Production is expected to recover quickly as the government is extending support for essential commodities. Businesses have started resuming operation in China, which accounts for around 85% of India's active pharmaceutical ingredients imports. This alleviates the supply chain disruptions, though not by a great extent.
Livestock	Severe	Short term	Prices and demand may increase after the outbreak.
Retail (non-food items)	Severe	Short term	Sales of essential items may recover quickly, while sales of non-essential items might take slightly longer to recover. However, pent up demand will aid a fast recovery.
Wholesale (non-food items)	Severe	Short term	
Textiles	Moderate	Short term	Discretionary spending is expected to remain muted for at least one quarter. However, demand for essential commodities such as masks, cotton rolls, gauzes, etc. will not be negatively impacted. Even if demand for low-priced products starts reviving after a quarter, the uncertainty and slow growth or loss of income may impede a quick recovery for the next two quarters. Exporters will take longer to recover until recessionary pressures in the USA and European countries fade away
Logistics	Severe	Medium term	Slowdown in the tourism sector will have knock-on effects on passenger traffic. Heightened risk aversion will prolong the recovery. Cargo traffic is expected to pick up once businesses start resuming operations across all countries. However, low consumption expenditure will delay the recovery.
Metals	Moderate	Medium term	The metal industry has strong forward linkages to many important sectors such as automotive, construction and infrastructure. Hence a slowdown in business activity in these sectors will inevitably drive down the demand for basic metals.
Automotive	High	Long term	Demand for cars is likely to be deferred or dropped given low consumer confidence, subdued economic activity, lower disposable income and higher prices. Demand for commercial vehicles will be dependent on

			growth in Gross Material Products (GMP), which is expected to be slower. Component dependency will create supply side disruption.
Entertainment	Severe	Long term	The biggest concern is the likely continuation of social distancing measures to avoid the risk of any relapses. Revenues from advertisements will be dependent on revival of the aggregate demand in the economy.
Banking	High	Long term	The Reserve Bank of India (RBI) estimated that Non-Performing Assets (NPAs) may increase to 10.2-10.5% by September 2020. With the outbreak of COVID-19, this figure is expected to increase. The phase to recovery will depend on the outcome of the measures that the RBI has initiated and is likely to take place in the following weeks
Gems & Jewellery	Severe	Long term	Exports constitute a major portion of the net sales for domestic companies. With recessionary pressures across the globe, demand for gems and jewellery is expected to be severely impacted over the next couple of quarters.
Tourism	Severe	Long term	Even when the travel bans are lifted, both foreign tourist arrivals and domestic tourist movements are expected to remain very low because of heightened risk aversion, measures related to social distancing and lower disposable incomes
Hospitality	Severe	Long term	Slowdown in the tourism sector will have knock-on effects on hospitality. Occupancy rates may remain very low until Q1 2021. In an effort to increase and improve the bottom lines, many businesses are expected to cut down travel and accommodation costs for their employees.
Electronics	High	Long term	Demand for white goods and other high-end consumer durables will remain impaired as consumers are expected to postpone their purchases because of lower disposable income, and uncertainty over growth prospects. About 50-60% of the products and 70-80% of the components are imported, and a shortage of components of electronic goods from China is likely to keep prices higher and hence will impact demand.
Micro, Small, and Medium Enterprises (MSMEs)	High	Long term	Recessionary pressures across the globe are expected to have a direct impact on the level of global exports. Given that MSMEs contribute to over 40% of India's exports, the impact will be severe and linger for a longer time. MSMEs are expected to experience severe liquidity problems due to delayed payments from their customers. The strain in the banking system is expected to increase the credit gap for MSMEs.

Note: *The assumptions are strictly not to be considered as Dun & Bradstreet's projections or estimates Data Sources: Ministry of Commerce & Industry, Ministry of MSMEs, D&B Survey. Moderate: Short term (Up to 6 months), High: Medium term (7-12 months), Severe: Long term (more than 12 months).

HOW TO MARKET DURING CORONA
1. Go digital. If you don't have a website yet, build it soon.
2. Focus more on educational content on your website.
3. Help others by offering freebies or take freemium model of your product or services.
4. Focus on creating excellent content for your users that simply add value.
5. Do SEO.
6. Focus on Google My Business for local promotion.
7. Go global with translate & transcribe.
8. Focus on Social Media Marketing with relevant posts and empathetic softer note.
9. Run ads tactfully (Don't be pushy) for branding.

10. Run bulk emailers with personalization & automation.
11. Participate in Facebook groups, WhatsApp group or LinkedIn groups and start meaningful discussions.
12. Start comment marketing.
13. Start FB live, Free webinars or make Short but Crisp YouTube videos / premieres / live streaming.
14. You can start podcast.
15. Collaborate with other influencers in your domain and do online group activities.
16. Try to get more positive reviews for your business.
17. Ask directly for help / feedback / suggestions from your customers.
18. Define pricing strategy for mass targeting at affordable or low cost but with better value & clear outcome.
19. Focus more on customer needs, data analysis on buying patterns.
20. Focus on great customer experience.
21. Explore new marketing channels. Prepare right digital marketing mix. Experiment. Act & execute fast.

DATA ANALYSIS AND INTERPRETATION

Table 1: Gender of the Respondents

The table 1 shows that the respondent's conclusion dependent on Gender wise classification out of 50 respondents. 64% of the respondents are has a place with male classification and 36% of the respondents are female class. Majority 64% of the respondents are has a place with male classification.

S.No	Gender	No of Respondents	Percentage
1	Male	32	64
2	Female	18	36
Total		**50**	**100**

Source: Primary Data

The table 2 reveals that age wise classification of the respondents out of 50 respondents. 34% of the respondents are in the age group of 31-45 years, 32% of the respondents are in the age group of below 18 years, 30% of the respondents are in the age group of 19-30 years and 4% of the respondents are in the age group of above 45 years category.

S.No	Age	No of Respondents	Percentage
1	Below 18 Years	16	32
2	19 – 30 Years	15	30
3	31 – 45 Years	17	34
4	Above 45 Years	2	4
Total		**50**	**100**

Source: Primary Data

Table 2: Occupation of the Respondents

The beneath table 3 advises that occupation shrewd characterization regarding the respondents out of 50 respondents. 33% of the respondents are has a place with employee classification, 22% of the respondents are has a place with own business class, 14% of the respondents are has a place with Professional and Students classification, 12% of the respondents are has a place with house wife classification.

S.No	Occupation	No of Respondents	Percentage
1	Employee	19	38
2	Professional	7	14
3	Business	11	22
4	Student	7	14
5	House Wife	6	12
Total		**50**	**100**

Source: Primary Data

Table 3: Educational Qualification of the Respondents

The table 4 depicts that educational qualification of the respondents out of 50 respondents. 40% of the respondents have completed Under Graduate degree, 22% of the respondents have completed Post Graduate degree, 20% of the respondents have completed Diploma groups, 18% of the respondents educational qualification are HSC.

S.No	Educational Qualification	No of Respondents	Percentage
1	HSC	9	18
2	Diploma	10	20
3	UG	20	40
4	PG	11	22
	Total	**50**	**100**

Source: Primary Data

Table 4: Monthly Income of the Respondents

The table 5 depicts that monthly income wise classification of the respondents out of 50 respondents. 40% of the respondents are earn monthly income are Rs.20,000 to Rs.30,000 category, 22% of the respondents are earn monthly income are above Rs.30,000, 28% of the respondents are earn monthly income are Rs.10,000 to Rs.20,000 groups, 10% of the respondents are earnings are monthly income are below Rs.10,000 .

S.No	Monthly Income	No of Respondents	Percentage
1	Below10,000	5	10
2	10,000-20,000	14	28
3	20,000-30,000	20	40
4	Above 30,000	11	22
	Total	**50**	**100**

Source: Primary Data

Table 5: Type of Social Media used for Digital Marketing

The table 6 shows that the respondent's sentiment dependent on Type of Social Media utilized for Digital Marketing grouping out of 50 respondents. 28% of the respondents are has a place with use Flipkart for Digital showcasing, 20% of the respondents are use Amazon for Digital advertising. 16% of the respondents are use Facebook for advanced advertising classification, 14% of the respondents are use Olx for computerized showcasing, 12% of the respondents use Twitter for Digital promoting and 10% of the respondents are use Instagram web based life Majority 28% of the respondents are has a place with use Flipkart for advanced advertising.

S.No	Social Media	No of Respondents	Percentage
1	Facebook	8	16
2	Instagram	5	10
3	Twitter	6	12
4	Amazon	10	20
5	Flipkart	14	28
6	Olx	7	14
	Total	**50**	**100**

Source: Primary Data

Table 6: Frequency of using Social Media

The table 7 reveals that Frequency of using social media classification of the respondents out of 50 respondents. 50% of the respondents are use social media once in a week, 32% of the respondents use social media scarcely, and remaining 18% of the respondents are use social media daily.

S.No	Social Media	No of Respondents	Percentage
1	Daily	9	18
2	Once in a week	25	50
3	Scarcely	16	32
	Total	**50**	**100**

Source: Primary Data

Table 7: Cronbach's Alpha as reliability tool to validate the data

Cronbach's alpha is a measure of internal consistency, it is considered to be a measure of scale reliability. It acts as a coefficient of reliability or consistency**.**

Variable	Items	Cronbach's Alpha
Covid 19	10	.889

Table 8 shows the unwavering quality for 10 things is 0.889, proposing that the things have moderately high interior consistency. Regardless of whether one of the 10 things is erased the Cronbach's Alpha worth will be decreased. This demonstrates the dependability for all things is higher

The dependability test is empowering the analyst in distinguishing that the factors are solid or not. The specialist is utilizing this procedure for estimating the consistency in the exploration procedure. Based on the assembled

information, the Cronbach's Alpha is seen as not exactly and close to 1.00 Due to this reason, the selection of the positive hypothesis prepared by the researcher is being made with rejecting the null hypothesis.

CONCLUSION

The examination paper here contains the effect of the coronavirus on the online business of Chennai City. On breaking down it has discovered that online organizations are truly hampered because of this pandemic ailment. The nation is seriously enduring as the passing rate is expanding however in the coming days the nation's economy has likewise dropped down. It is required that to return and to improve the economy like before is a lot of hard. it is additionally much difficult to build the deals of the nation. It is suggested that specialists must do their examination in regards to the Covid-19 with each conceivable result. This will assist with improving the exchanging circumstance India.

In these difficult occasions, advanced promoting is regularly the keep going thing on individuals' brains. In any case, as advertisers, we despite everything need to focus. Furthermore, our employments change with the seasons, in that we need to react to the world all things considered, as it changes not the world we wish it was, or the world it used to be. For those organizations seeing lower deals during the emergency, exploit that personal time and be prepared to return solid. Concentrate on working up your SEO, improving your web architecture, and streamlining your webpage's UX for better transformation rates.

Promoting in the conditions forced on us by the coronavirus must incline toward network, brand building, and associations with existing clients. On the off chance that you can broadcast the correct vibe in your informing to address these individuals as they may be, and that message resounds, your business will be in a decent situation to hold piece of the overall industry as financial action over the India starts to arrive at another typical.

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