IJNRD.ORG ISSN : 2456-4184
INTERNATIONAL JOURNAL OF NOVEL RESEARCH AND DEVELOPMENT (IJNRD) | IJNRD.ORG
An International Open Access, Peer-reviewed, Refereed Journal

'EFFECT OF COVID 19 ON DIGITAL MARKETING: GENERATION Z Vs MILLENNIALS'

Tatha Pahariya
Under the guidance of
Dr Praveen Babu P
School of Business and Management

SCHOOL OF BUSINESS AND MANAGEMENT CHRIST (DEEMED TO BE UNIVERSITY) BGR CAMPUS BANNERGHATTA ROAD, HULIMAVU BENGALURU - 76
2020 – 2021

CHAPTER-1

INTRODUCTION

1.1 INTRODUCTION

1.1.1 Introduction to Digital Marketing Industry during Covid 19 pandemic

Covid 19 caused a recession which affected a lot of industries on a global level including the digital marketing industry as well.

Working with brands that provide services that fall into the basic category, digital marketers aren't putting in a lot of effort to reach the target audience. When more users look for ways to keep in touch with family and friends or even to attend business meetings, video conferencing applications like Zoom or House party have received huge market share.

If more consumers turn to online shopping out of necessity, ecommerce companies have seen an increase in app downloads. Since February, Instacart, Walmart, and Shipt have all seen increases of 218 percent, 160 percent, and 124 percent, respectively.

People are spending more time online because they are working remotely and remaining indoors due to voluntary and enforced lockdowns. To appeal to the increasing audience base, digital marketers collaborating with brands that provide services that are important in these times are producing more content.

Despite the fact that more people are spending time online, organic traffic is down in many niches. At this point, people are just visiting websites that are important to them. Exchange in travel and tourism industry got hit the hardest, whereas sectors such as financial services industries have seen an increase in the market share and traffic. Ecommerce is relatively neutral because traffic to grocery websites more than compensates for lost traffic to electronics and luxury goods eCommerce stores. Except for the aforementioned forms of eCommerce companies and those in the news niche, the traffic situation has made conversions more difficult.

The digital marketing industry has not been spared by the COVID-19 pandemic. Every person associated in the industry must find new ways to deal with the crisis while hoping and praying for things to return to normal as soon as possible. Getting help when needed to deal with the user demands, forming new partnerships, and investing in new digital businesses are all surefire ways to stay afloat now and in the future.

Although there was panic during the first few months of the lockdown, digital marketing companies rapidly adapted and introduced tactics that capitalised on the situation. Client advertising budgets were raised in some cases because the nature of their goods would sell well online and boost overall sales even before the pandemic. In other cases, companies have cut back on online advertisement budgets in order to concentrate on online marketing programmes that help them achieve their long-term brand recognition goals.

Designers, digital marketers, and developers have been working overtime to ensure that companies have changed their digital marketing strategies to take full advantage of the upcoming online opportunities. You may be wondering what prospects there are for businesses seeking digital marketing agency services during the COVID-19 pandemic:

- Virtual request forms are also available at digital agencies to collect future inquiries from consumers that are unable to meet on-site.
- SEO services are now the most recommended digital service provided by digital marketing companies, as websites need to boost their search engine rankings to take full advantage of the growing consumer shopping online.
- Digital agencies now have much more useful guidance, including how much online advertising budgets are needed and how businesses should concentrate on audience building to ensure brands retain consumer interest in the marketplace.

Digital agencies now have much more useful guidance, including how much online advertising budgets are needed and how businesses should concentrate on audience building to ensure brands retain consumer interest in the marketplace.

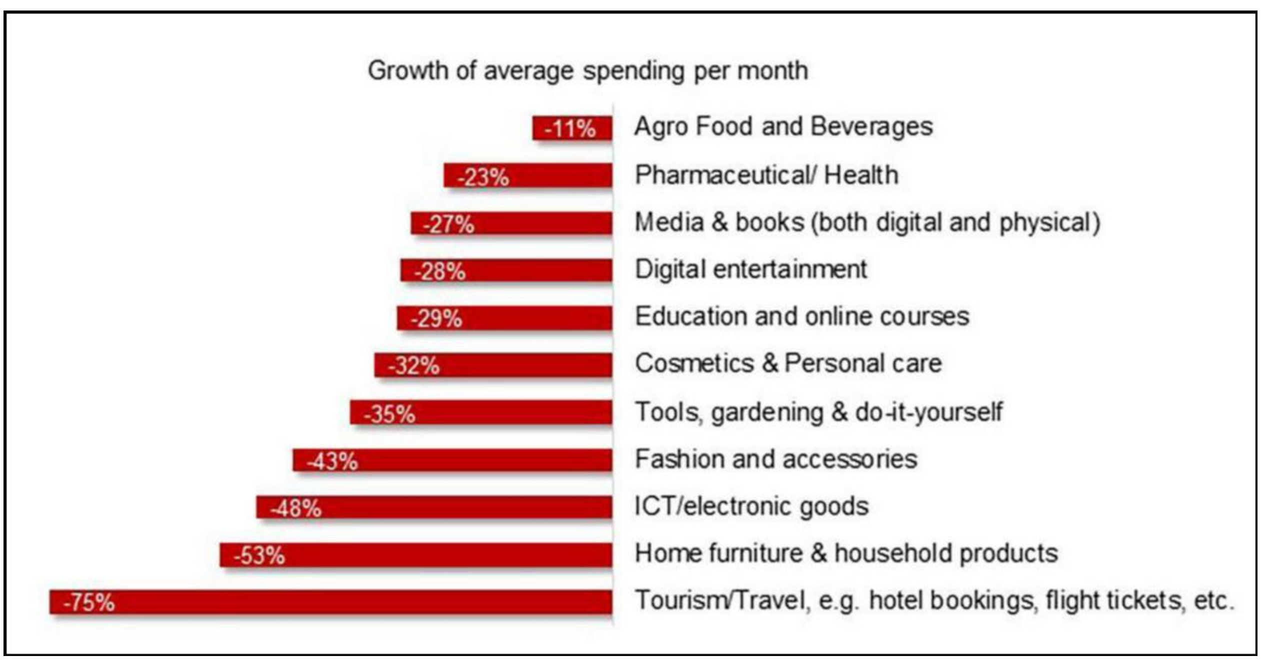
Figure 1 shows the increase or decrease of digital sales of some industries which affect our lives. It shows that the percentage of active shoppers conducting at least one online purchase every 2 months where we can clearly see that ICT/electronic goods are purchased more in every 2 months after the pandemic stuck following up the pharmaceutical and healthcare industry and gardening industry. Figure 2 shows that it has been the worst year for the travel and tourism industry and household products industry during the time of pandemic.

In addition, pandemic has been a boom for industries such as healthcare and electronics in terms of online shopping and has been a bane for almost every industry or received low level growth in 2020 due to the pandemic.

Table 1.1 Percentage of active shoppers for various industries in COVID 19

Source: UNCTAD

Table 1.2 Growth of average spending per month in COVID 19



Source: BCG

1.1.2 Digital Marketing and its influence on Millennials

Gen Y, also known as Millennials, are people who were born between 1981 and 1994/6. They are probably between the ages of 25 and 40. India, today has one of the highest Gen Y work forces in the world which means this is the largest market for digital marketers as this group is a part of the workforce and usually takes part in a purchase on its own. Because of their sheer scale, this group has significant purchasing power and much greater marketing ability. Millennials, on the other hand, present a unique marketing challenge because they are more complex, demanding, and discerning than previous generations. Millennials are the first digital natives; they've been bombarded with marketing messages since birth and are wary of it. They've mastered the art of processing, evaluating, critiquing, and dismissing the daily bombardment of competing promotions.

Their lives have changed more than any other segment of population because they have to face the economic exchanges every day but it turned out they had to maintain distance. A huge population lost its job due to the pandemic or were forced to work from home or shifted to part time. With no big economic activity in the market, economic instability penetrated into the lives of millennials and being the person to earn something for other segments of the population was the greatest test they had to perform because there was no prediction of future or job stability or business growth. Millennials reported that they want businesses to provide them with more than just integrity and empathy; they also want authenticity. In reality, they believe that certain promotions are not genuine or sincere. When brands express empathy at this historic moment, Gen Y members appreciate it. They argue, however, that businesses should stick to their own image and style rather than exaggerating, as this might make them seem fake.

Millennials and Generation Z are arguably the generations most impacted by the COVID-19 crisis's volatility and potential instability. In terms of buying preferences and attitudes, Gen Z seems to be the most volatile. Along with the next generation of adults, their insecurity and rapid change represent the new normal.

1.1.3 Digital Marketing and its influence on Generation Z

Parents are struggling with the pandemic's long-term effects on their children, and Gen-Z — those born between 1996 and 2010 — are feeling the effects maybe more than other generations. They are experiencing Covid in middle and high school, with virtual lessons and a break from sports

v

and social events. They are young graduates joining the workforce with virtual mentors and less structure as "the new kid" on the job on the older end of the continuum.

From their school setting to how they socialize, every part of their lives has been turned upside down. Their buying choices, priorities, and psychological behaviors have all been influenced.

1.Gen-Z users use social media as their main news source, compared to just 17% of older adults.

2.Larger organizations, including but not limited to brands, are increasingly distrusted by Gen-Z.

3.Brands must take a stance on problems with Gen-Z, and remaining neutral is a losing tactic.

4.Gen-Z is learning and teaching more tech savvy knowledge like algorithms basically to show what they actually want in future,

The Covid-19 pandemic is having a major effect on almost every aspect of our daily lives. Life has been especially upended for Generation-Z, and the virus's ramifications, as well as the resulting recession, pose a long-term threat to their livelihoods.

Gen-Z was just a few months ago looking forward to a world of possibilities. They're looking into an unknown future right now. According to our findings, more than two-thirds of Gen-Z are concerned about the effect of the Covid-19 crisis on their personal job security (68%) and 79 percent are concerned about the impact of the Covid-19 crisis on the economy. If we consider Generation-Z in particular, it does appear that despite individual challenges and personal sources of anxiety, the pandemic has reinforced their desire to drive positive change in their communities and around the world. Our research showed that half (50%) of Gen-Z will buy from brands that put purpose before profit, and does the right thing by its customers and employees, and two thirds (66%) of respondents said that they believe that Covid-19 will increase societal focus on the environment, and 62% increase my focus on climate change and how my actions impact the planet – perhaps indicating that they have made a link between their health and the health of the plant. The pandemic has ushered in a period of reckoning for all brands. As bricks and mortar shopping moved to ecommerce, we saw a complete reversal of years of growth in out-of-home networks. Although many users, some for the first time, switched to online platforms, Gen-Z was already there. As a result, we've seen businesses experiment with various digital retail platforms. For

example, Studs, a young direct-to-consumer brand, is courting Gen-Z by selling surplus earrings on the fashion marketplace app Depop.

Gen-Z uses omnichannel facilities including interactive chat and virtual appointments in addition to shopping online. It encourages industries to be more innovative, and experiment the problem to find new ways of meeting online and to make marketing campaigns that promote goods and services that shall only remain inductive and popular until the pandemic because the consumer behavior cannot be predicted at the time of emergency.

We also see an opportunity for brands to engage Gen-Z as "edu-tainers," providing opportunities for them to learn new skills and expand their awareness and education. With its "Text-a-Chef" app, cookware brand Equal Parts is assisting people in making meals out of what they already have in their kitchens.

Companies will need to concentrate their energies on developing superior experiences in what is quickly becoming the "experience economy," where consumers will actually spend less money on products and more time on things to do. It entails a move away from a product-centric and transactional mindset.

1.1.4 The next normal of consumerism

To market the most valuable goods and services to the right customers in the most effective way possible, it's important to have a strong understanding of their lives. During these lockdown times with little mobility and only digital media to interact, in-depth conversations with marketing experts from different industries led to an understanding that the suddenness and universality of lockdown has altered consumer behavioural habits and redefined social realms and individual orientation.

Marketing professionals saw the new order of demand and supply, combined with uncertainty, as driving consumption back to Maslow's primary level needs, namely "food," "clothing," "shelter," "safe indoors," "social love," and "belongingness" for all socio-economic classes, regardless of segment type. As a result of a behavioural catalyst known as "health and good choices," or "health is wealth," as mentioned correctly in the Vedas, the socio-economic pyramid crumpled and flattened, forcing everyone to survive on simple needs.

According to marketing experts, the outlines of new marketing models started to appear, such as online ready-to-eat food delivery companies selling simple foods like fruits, vegetables, and groceries overnight. To advance innovation, companies are forming multilateral alliances, some formal and some informal. Five primary patterns in behavioural changes as a result of COVID-19's effects are emerging:

- People are transitioning to digital channels for day-to-day needs, resulting in increased digital adoption.
- Changes in mobility habits: less reliance on public transportation, more remote jobs, and so on.
- Purchasing habits are changing, with a move toward value-based purchases and online shopping.
- Increased health awareness: masks, improved grooming, healthy eating, and so on.
- Changes in interpersonal behaviour, such as a rise in divorce and pet adoption.

From shopping and eating to entertainment, financial services, health, and education, COVID-19 has accelerated the breadth and reach of digital transformation. In a recent survey, 58 percent of US consumers said they were investing more money online; 27 percent said they had signed up for at least one new digital streaming service, and 42 percent said they had made more purchases using their mobile devices. 9 Apps for company and videoconferencing have seen a significant rise in downloads. Apps for ordering groceries have also become common. The adoption of digital technology is no longer age-related, but has been widespread through generations. All age groups have started to embrace a "millennial mentality," in which they learn and purchase from friends and digital platforms rather than conventional sources of knowledge.

We expect digital adoption to increase as people are encouraged to learn and use these platforms more extensively due to ongoing mobility constraints. According to a recent survey conducted in China, the majority of consumers who used digital platforms planned to continue using them after COVID-19. Changes would most likely be lasting among younger generations.

1.2 TARGET SEGMENTATION

This exploratory research aims to study the usage of e-commerce websites during covid19 pandemic from consumers point of view with regard to an age group categorized as 'Generation Z' which is the newest generation ranging from 6 to 24 years and 'Millennials' who are currently between the ages of 25 to 45 years. So, it serves as a comparison between 'Generation Z and Millennials'.

1.3 STATEMENT OF THE PROBLEM

During the lockdown, a rise in layoffs and shortened working hours disproportionately impacted young people, a pattern that was also visible during the global financial crisis of 2008. "Historical evidence indicates that youth unemployment rates increase faster than the overall unemployment rate during economic downturns'' (Ha, n.d.). The average global gross income of those aged 25 to 29 will drop by a staggering 49% in 2020, with a similar pattern predicted for other young age groups. Many younger consumers have already tightened their budgets and concentrated their spending on necessities such as food, lodging, health, and education, while decreasing spending on transportation, leisure, and recreation due to economic strain and the limitations of life in lockdown.

However, the pandemic could cause even more drastic changes in the lives of young people. Unemployment, lower incomes, and financial instability may cause more people to put off important life events like moving out of their parents' house, getting married, having children, or buying a home. Hence, due to an emergency that lasted one and a half years changed the perspectives and the way one perceives marketing techniques. So, this research will explain how consumers changed their behavior even by force towards online exchange practises.

1.4 NEED FOR THE STUDY

There has been a need of creatively finding the customers through digital marketing and campaigns since traditional marketing techniques became futile and ineffective during Covid 19 pandemic. So, this paper will provide an insight for digital marketers to change the way they practise advertising. This will enable them to concentrate their resources on particular goods (and SKUs) and distribution channels that have increased demand while not outstripping supply and have the best profit margins. The fact that people transformed their behavior needs to be studied as it could be the biggest opportunity digital marketing agencies could ever have within a year. So, this study aims to study the change brought by pandemic from a consumer point of view explaining about the effect on traditional shopping and conversion to online shopping. Big industries have the resources and money to transform their business through online channels whereas inducing consumer on a digital platform is hard for middle and small business owners which created a huge downfall in sales. The economic recession which began in September 2020 in India created bankruptcy of businesses and deploying of employees to adhere to the financial deficiency created.

Hence, the only way for selling was through a Digital channel which changed the perspectives of consumers as well as the suppliers.

1.5 SCOPE OF THE STUDY

The conceptual construct will begin to manifest itself into practise as the COVID-19 pandemic causes irreversible behavioural changes in consumers. The fact that market-based options for ordering and distributing food will or will not survive an emergency, This research focuses on whether consumers provisioning and consumption habits will change in the future or not.

When normalcy returns, the e-commerce industry that emerges during an emergency will persist. In an epidemic, the consumer behavior towards online marketing improves people's sense of control. Is it possible that consumers' consumption habits will change in the future because during an emergency, prediction and forecasting of consumer behaviour is not possible. When normalcy returns, the digital marketing industry may be or may not be the same. The question of how does consumer behaviour influence or deal with emotions like hope, fear, and despair? Understanding the utilitarian and hedonic factors for post-event purchases will help advertisers engage with consumers more efficiently, and retailers can use this information to decide inventory products and levels. Future studies would need to empirically verify the implications of the conceptual structure proposed in this paper.

1.6 OBJECTIVES OF THE STUDY

- To study the concept of digital marketing.
- To investigate the factors affecting consumer decision towards digital marketing during the COVID 19 pandemic.
- To understand the alteration of consumer product needs, post purchase satisfaction levels and product acquisition post covid. And to study how businesses have changed their functioning towards online shopping.
- To analyze the future scope of Digital marketing after Covid 19 pandemic.

1.7 LIMITATIONS OF THE STUDY

Prior research on the topic ‘Effect of a pandemic’ has mostly focused on behaviour for preventive health, with little attention paid to the impact of a pandemic on consumer behaviour. The Consumer Decision-Making Model was used as a structure to analyze shifts in consumers' social media habits after the COVID-19 pandemic was declared, in order to close this gap.

There is a need to understand the shift from ‘Materialistic consumer’ to ‘Spiritual consumer’ as the pandemic has been around for almost two years now and may leave a mark on consumers perspectives after it ends. Also, in the future the consumer behavior will probably change after an emergency and the marketing techniques will change accordingly because forecasting or predicting the marketing environment after a pandemic is impossible as consumer behavior may start to like online marketing over offline marketing or may start to like traditional ways of shopping.

CHAPTER-2

REVIEW OF LITERATURE

(Buff, 2020) The author contemplates the impact of Covid 19 on consumer traits on a global level. It studies about the future changes on psychological and buying behaviour of consumers arised due to Covid 19. The shift in consumer behaviour is studied by analysing various aspects of activities consumers were engaged in during the pandemic like working from home, virtual reality replacing travel and cooking at home rather than visiting restaurants. The shift is predicted by a sequence of changes that came in everyone's lives. It compares the past plague changes with the pandemic changes that it may occur like the same which happened 100 years before. But since, this generation is more tech savvy, digital media changed the way a consumer may think. Many of the previous roadblocks were eliminated as a result of the COVID-19 pandemic, as political leaders of all countries debated sending stimulus checks to all people, forgiving student loan debt, prohibiting evictions for nonpayment of mortgages and energy bills, and attempting to provide healthcare to all (no matter if tied to employment). This research basically focuses only in US and it's economic conditions that changed consumer behavior but it's different for each country at the time of emergency.

(Keane, 2020) This research explains the consumer panic that took place at the time of emergency. The author develops an econometric model for understanding the panic that affected the buying behaviour of consumers. They also compile information on government policy announcements and COVID-19 cases on a regular basis for all countries. The panic index shows widespread consumer panic in most countries, primarily in March, but with large differences in panic timing and intensity between countries. According to the model, both domestic and international virus transmission play a significant role in market panic. It was found from the study that announcements of stimulus had a smaller effect, and travel restrictions do not seem to be causing consumer anxiety. The more the consumers were apprehensive of the virus the more panic it created in their lives. The early months of Covid 19, consumers restricted themselves to buying basic commodities and changed after a year which shows that consumer behaviour may change in emergencies as well and the digital space is the key to influence and create a demand inside homes for other industries by using efficient marketing digital techniques and methods .A major research gap that was identified was the fact there was no primary study conducted from the consumer point of view and hence, consumer levels is not known in this journal.

(Chronopoulos, 2020) In this paper, the author analyses consumer spending responses to the onset and spread of COVID-19, as well as the subsequent government-imposed lockdown in Great Britain. Primary study was done through surveying the consumers with the help of questionnaires. The author finds that discretionary spending decreases throughout the fever phase when the government enforced lockdown becomes inevitable, and continues to decline during the lockdown period, by taking a dataset of high frequency consisting of 101,059 customers and 23 million transactions was made available to the author by a financial technology firm. Consumer purchase levels and composition vary by age, gender, and income level, as well as across nations and regions (especially during the early stages of the outbreak). The findings are particularly useful to government agencies charged with planning, implementing, and tracking the economic consequences of the virus's spread and the public health interventions enacted to reduce the crisis's health costs which is this research limitation as well.

(Mason, 2020) This article describes the behavioural changes of consumers due to Covid 19. The impact of the ongoing COVID-19 healthcare pandemic and the US government's pandemic policies on US consumer behaviour is investigated. This research examines macro trends in customer decision-making behaviour in the United States by critically analysing published results in the fields of healthcare and marketing. The author collected survey data from consumers and compared their behaviours before and after the COVID-19 pandemic was declared to provide a benchmark for the effect of the pandemic on consumer perceptions. According to the results, the COVID-19 pandemic has changed consumers' product needs, shopping habits, buying habits, and post-purchase satisfaction levels. The findings also show that gaining customer loyalty could be more difficult for advertisers now that consumer satisfaction levels have dropped which also talks about the fact the new advertisers that entered the stream were digital marketers and helped consumers and marketers to have an exchange with meeting in person for healthcare and pharmaceutical industry but it limits to only one industry where other industries have no say in this research.

(Rogeeveen, 2020) The author tries to find how retailing business all over the world may change due to COVID 19. This pandemic has wreaked havoc on people's lives and the global economy. Although the long-term effects of COVID-19 are unknown, its immediate impact on retail is substantial. Despite issues with inventory, supply chain management, delivery, and preserving a safe atmosphere, critical products retailers such as those selling food, groceries, and healthcare are seeing increased demand for serving consumers at home. Clothing and footwear stores, for example, are experiencing a significant drop in sales and are being forced to find new ways to draw and engage customers who shop online in order to stay afloat. While it is vital for retailers to consider their immediate, short-term needs in order to stay afloat in this market, it is also critical to consider the landscape for retailers after the pandemic. It is very likely that some of the new behaviors adopted by retailers and consumers during the pandemic may become the new-normal. In addition, retailers may need to know what types of interactions consumers are likely to value in a store after the pandemic. Many in-store customer experiences were focused on creating fun, entertainment, and interaction before the pandemic. Consumers can assess their experience in a store after the pandemic based on how clean it is, whether they don't have to touch a computer, and whether the store is large enough to enable social distancing. Under this study, the author leaves an important stand point of government interference which comes into the picture at the time of emergency in creating special measures for retailers, consumers and curfews.

(Laato, 2020) The aim of the study is to see if this behaviour occurs when consumer market disruption concerns start to circulate, in order to capture human behaviour in this specific situation. Centered on the stimulus-organism-response (S-O-R) paradigm, we propose a structural model linking exposure to online information sources (environmental stimuli) to two behavioural responses: unusual transactions and voluntary self-isolation. They used PLS-SEM to analyse data from 211 Finnish respondents who completed an online survey to test the proposed model. The author discovered a strong connection between the desire to self-isolate and the desire to make unusual transactions, providing empirical evidence that observed consumer behaviour was linked to expected self-isolation time. Exposure to online information outlets also resulted in increased information overload and cyberchondria, according to the findings. Overabundance of information was also a good indicator of cyberchondria. People's intentions to make unusual transactions and willingly self-isolate were significantly influenced by their perceptions of the seriousness of the situation and cyberchondria.

(He & Harris, 2020) In this article, the author provides an initial assessment of how the Covid-19 pandemic could affect CSR and marketing developments. It believes that the Covid-19 pandemic provides a great opportunity for companies to move toward more real and authentic CSR and help solve pressing global social and environmental challenges. They also explore some of the possible directions in which ethical decision-making by consumers will be changed as a result of the pandemic. In the marketing discussion, it details how the author believes the pandemic is affecting marketing and how it believes this will change not only the sense of marketing, but also how companies manage their strategic marketing efforts. A limitation to this research is a legal bias as this study is based in US, and CSR laws were amended for some states at the time of pandemic.

(Pantano, 2020) The authors want to bring together the problems that retailers are facing as a result of the COVID-19 outbreak. They do it from both a customer and a manager's viewpoint, with the intention of offering guidelines and examples of how retailers should deal with this unprecedented situation. The author creates a questionnaire that was supplied to retailers and a new questionnaire was supplied to the consumers to have a broad picture of both the parties. The COVID-19 virus's long-term social, economic, and health effects are still unknown. The latest global attempts to control the virus and its effects are hoped to be successful. And, in the author's opinion, smart retailers consider all of the possibilities and schedule accordingly. Consumer and retail experts from around the world will be sharing their perspectives on these and other important issues in the coming weeks. According to the research, only 5 people were respondents as consumers and 49 people were respondents as retailers which makes a huge difference between both the parties which means a comparison could not have been facilitated efficiently.

(Mehta, 2020) Human behaviour is pushed in various ways by crucial situations, with certain aspects of behaviour becoming irreversible. Since the COVID-19 pandemic is not a typical crisis, different steps were implemented to monitor the disease's spread, including total and then partial lockdown. Since all aspects of the economy are intricately intertwined with public health interventions and lockdown, the nations' economies have become unstable, indicating a shift in market dynamics. Consumers are the drivers of market competition, development, and economic integration in any market. Furthermore, the article attempts to weave its way through the maze of literature available about consumer behaviour in normal and crisis situations, bolstering it with rapid assessment reports culled out by various consulting organisations during the lockdown phase, and substantiating it with first-hand telling and retelling of experiences by consumers and marketing professionals.

(Long, 2020) Under the COVID-19 pandemic, this research explores the extended TPB model with the risk perception component of intention to stockpile food. All of the hypotheses are confirmed by the TPB model's traditional independent variables that influence food hoarding intentions. However, by using the risk perception component in the expected behaviour theory model, the findings of this research are completely different from previous studies. The risk perception variable has often had a negative impact on attitude, perceived actions, and purchasing intention in previous studies. In this research, however, the higher the risk tolerance of the buyers, the more likely they are to buy reserve products. This shows that a high-risk perception, such as in the case of the COVID-19 pandemic or other civil unrest, can lead to a purchase intention that defies logic. This paper provides a fresh viewpoint on risk perception's negative aspects only and does not focuses on the positive impact of expected behaviour theory.

(Liu, 2021) This research focuses attention on the bad and dark side of using social media by millennials and Generation Z at the time of COVID 19 pandemic. The author discovers the news of COVID 19 which gets twisted and got overloaded on social media disturbs the well-being the psychological state of the population. Hence, as a result social media fatigue and the fear of COVID 19 seriously damaged the behaviour of consumers which is seen as a strategy by many digital agencies to inductive the population through blackmailing and getting lucid deals which hampers the growth of digital media and leads to non-trusting consumers which in return reduces their purchasing power specially from social media channels. It concludes by the fact that 60% of generation Z and 47% of millennials are depressed or have been a prey to anxiety this COVID 19 pandemic and this has resulted in changing consumer behaviour towards social exchange through online or even offline channels. This study examines the effect of COVID-19 knowledge overload on Gen Z social media users' psychological well-being and social media activity during the pandemic-induced lockdown against this specific backdrop. This research shows no statistical data to second the results, hence quantitative data can’t be trusted to make an outcome.

(Raj, 2020) Digital technologies and connectivity have emerged as an important tool and alternative to the physical counterpart in countering the negative effects of COVID-19 and improving social and economic resilience. Aside from medical and healthcare solutions, innovations assist society and the environment in coping with negative social and economic effects, providing resources for creativity, and improving resiliency. Furthermore, following the shock, there was a noticeable increase in the level of competitive impact, demonstrating that increasing the number of providers on a network causes both market expansion and increased inter-provider rivalry. The author identifies the technological methods that companies and consumers employ to direct social exchange. This study only focuses on the healthcare industry and the pharmaceutical industries to show competitive impact.

(Jiang, 2020) This journal focusses on different ways to promote the development and sustainability of the hospitality sector. Strategies to combat the adverse effects of Covid-19 such as social distancing, travel and mobility restrictions, stay at home orders have resulted in temporary as well as permanent closure of many businesses in the hospitality sector. Almost all restaurants were asked to stop their dine-in services and rely only on take outs. Therefore, effective strategies are necessitated to generate new knowledge to transform their operations according to the new emerging needs of the customers and boost people's confidence during the covid-19 pandemic. Adopting AI and robotics as a way to interact with guests will attract people to the hotels and restaurants. Also, especially after the covid-19 outbreak, hygiene and cleanliness has become a matter of prime concern. Hotels should offer reassuring lodging services, clean and sanitized accommodation products. Also assisting guests lead a healthy lifestyle could also become a post-pandemic trend in the hospitality sector. Thus, the key areas to be addressed for the sustainability of this sector includes AI and robotics, hygiene as well as healthcare but it leaves other key areas such as the need of employment and the need of shelter.

(Maya, 2020) This journal contemplates on how digital transformation can play a major role in sustaining the SME's as they are most vulnerable to the effects of covid-19 compared to other businesses. The implementation of social distancing has generally made people avoid public places. People in various regions have fulfilled their basic needs online resulting in decreased demand for the SME's. Therefore, in this pandemic situation, use of technology is the best solution to keep the sustainability of SME's. It needs digital approach to digital transformation. In order to increase demand keeping in view the safety and convenience of the customers, the strategy is to provide services online and also improve the quality of their goods and services. Small scale businesses are hit the hardest because digitalization of internet is not used by small scale owners and to combat giant ecommerce industries is hard and almost impossible but it’s also seen that consumers are willing to help domestic small-scale businesses by investing in their businesses. This also shows a change in consumer behavior to a new form of consumerism.

(KPMG, 2020) The study focuses on how to reach Generation Z at the time of COVID 19 pandemic. In a rapidly evolving world, there are a few things that Gen Z has in common: their current sense of insecurity, their expertise as the first digitally native generation, their obsession with emerging technologies, their quest for the personal touch, and their increased environmental concern: Climate change has a 61 percent dissatisfaction rating, and natural disasters have a 56 percent dissatisfaction rating. Gen Z has also used social media to communicate their individualism, produce – and post – content that expresses their exact beliefs and passions. They've been dubbed as mainstream but exiled' because they're less concerned with fashion, music, and entertainment trends and are more concerned with their families, friends, jobs, and overall well-being according to the survey taken by the author. While people's ways of expressing themselves have evolved, their need to do so has not. Organizations must persuade Gen Z that they are being viewed as individuals, not revenue streams, in order to establish a good, long-term relationship. This research only focuses it's study on Generation Z with early millennials also being a part of the study to come to an analysis which is a limitations and can't be trusted entirely.

(CPU, 2020) The author measures perceptions about the effects of the coronavirus on personal wellbeing, financial and work issues, opinions on shelter-in-place rules, and 2020 voting intentions using a nationwide survey of Generation Z conducted in late May 2020. Women in Generation Z have more health and economic issues and support for shelter-in-place policies than men, but the gender difference is largely mitigated by party and other covariates. In addition, the party mediates the divide between young male and female voters on the impact of the coronavirus on their 2020 vote choices. In more fully defined statistical models, women express significantly greater concern about the effect of COVID-19 on their personal financial condition, while Gen Z men express significantly greater concern about their personal health amid COVID-19. This study adds to an increasing body of work that explores not only the sorting impact of political party on the gender divide, but also how different identities interact can explain the politics that divides a man and a woman.

(Yangyang, 2020) This paper focuses to elaborate the effect of COVID 19 on hotel management and the tourism sector of industries which is the worst hit industry in COVID 19. The author tries to explain the parameters associated with hotel guest behavior during the pandemic, their satisfaction levels and the need to abide by COVID 19 measures at the time of non-emergency during COVID 19. This research was done to find the feasibility of health care sectors, it measures the relationship of hotels and health care sector by asking respondents to share their experience in a hotel with a wellness spa for the purpose of relaxing and creating immunity in the body. It also shows how to cope up with the pandemic situation for hotel once the pandemic is over. One main limitation of this study is that the suggested research streams are expected to provide actionable insights to promote the development and sustainability of the hotel sector considering the changed behaviour of consumers during pandemic which may or may not change after pandemic.

(Preez, 2021) The research basically elaborates on substancial analysis of each generation to the effects of COVID 19 and how it lead the idea of digitalization of traditional markets but it has also shifted to a gig economy where there is less security of data and privacy which is one of the limitation of digital marketing. Generation Z and Millennials are social and are well connected through social medias and other digital networks and they desire for autonomy whereas boomers are said to have hard time in finding the appropriate channel and the digital know how. There is a limitation to this research as the economy itself is structurally set up to broaden inequality across generational/racial/and systemic lines. But Millennials and Gen-Z are keen to put in the work to drive change that they think is necessary and it's better to be part of that change, rather than to hope it doesn't impact them which cannot be studied through.

RESEARCH GAP

A lot of research is done regarding COVID 19 in these past two years after the onset on the pandemic on a global level to study the health and economy related issues, but there are very less studies conducted with regard to understand the consumer behavior and the scope of digital marketing during the pandemic. And study conducted in India is almost nil which is the gap I found while reviewing the following literature to gather more information regarding the topic. There is a need to understand the behavior of consumers that changed this pandemic and may or may not remain the same after the pandemic because behavior in the times of emergency cannot be predicted by industries but digitalization will boom at the time of every emergency and this research paper aims to find satisfaction levels, phycological needs and the experience expected from digital marketers.

CHAPTER-3 RESEARCH METHODOLOGY

3.1 SCHEME OF CHAPTERIZATION

This research method configuration employs a variety of approaches. The aim of this chapter is to design the research approach's methodology using a variety of research techniques. The research methodology also assists the researcher in determining how to interpret the research findings. The general design of the study as well as the data collection methods are detailed in this chapter. It is divided into three sections. The first section focuses on the dissertation's architecture. The second section addresses data collection processes, both qualitative and quantitative. The final section depicts the overall research framework. The purpose of this chapter is indicating various tools and techniques used at other chapters of the dissertation.

CHAPTER 1

Chapter 1 is 'Introduction' to this research paper. It gives a brief description of the factors associated with the topic. It first describes the 'Digital Marketing Industry during Covid 19 pandemic' which has seen a huge change. Then it is followed by the influence of Digital marketing on millennials and Generation Z in the time of pandemic and emergency. At last, it seeks to propose a new form of consumerism that got exaggerated in Covid 19 that may or may never leave. Afterwards, it seeks to study the problem statement, need of the study, objectives and the scope of the study followed by the limitations of this research.

CHAPTER 2

Chapter 2 is 'Literature review' which gives shape to the paper by understanding the topic in detail. It consists of seventeen published literature reviews regarding the effect of Covid 19 on Consumer behavior that arises due to Digital marketing. It provides a lot of information to study about previous research on the topic and related topics which helps to find the exact problem which has to be addressed in the research paper.

CHAPTER 3

Chapter 3 is 'Research Methodology' that explains various techniques and methods used for collection and analysis of raw information. It helps to critically analyze the validity of the research paper. It comprises methodology, sampling size and technique used, data collection and analysis techniques. At last, it tells about the tests that are used in the next section of the paper that will give a quantitative and qualitative approach to the raw information collected at this chapter.

CHAPTER 4

Chapter 4 focuses on the actual analysis and interpretation of the data collected at the prior stage with the help of descriptive and inferential statistics. Descriptive statistics analyses the responses of the questionnaire through a visual aid which is easy to understand and inferential statistics focuses on running various kinds of tests and finding the exact result. Later, interpretation of the analysis is done so that the raw information that was collected can turn into useful evaluation.

CHAPTER 5

Chapter 5 is the last part of research and also the main. It serves the solution to the problem analysed at the first part of the research paper by serving the suggestions and outcomes of the solutions and at last concluding with the result of the research. It gives findings that are the results of the analysis and some suggestions to marketers and then at last conclusion.

3.2 METHODOLOGY

The study is for investigation, a sample of 141 people was taken at random and a questionnaire was being provided to find out their preferences through Google Forms. A concise analysis was carried out after the assessment of various responses. The Likert scale was used to allow participants to reply to particular questions and indicate whether or they have a viewpoint. The survey was distributed to 141 consumers residing in India. The reason behind varying responses was that the consumers were trying to adjust to this new normal. The sampling technique adopted was snowball sampling. For the analysis descriptive, ANOVA, independent sample t test and regression was used. Also, the analysis is shown with the help of pie charts or bar graphs as to what consumers' perceptions regarding their buying behaviour are during Covid 19.

3.3 SAMPLING SIZE AND TECHNIQUE

A sample size of 140-150 people was taken and out of which 141 responses was taken and random sampling and Snowball sampling methods were used for selecting the particular group of 141 respondents. The method used for sampling is Random sampling because this study has a large

scope in terms of its utility. Random sampling is a way of selecting a sample of observations from a population in order to make inferences about the population. It is also called Probability Sampling. Snowball sampling or chain-referral sampling is defined as a non-probability sampling technique in which the samples have traits that are rare to find. This is a sampling technique, in which existing subjects provide referrals to recruit samples required for a research study. This can be used as a large part of the population falls under the age group of 10 to 40 years. Hence, which will cover the objective of comparing the two age groups of millennials and Generation Z. Also, the fact that the consumer market for e-commerce sectors is enormous where random and snowball sampling can be used to study the consumer behaviour or their satisfaction levels during Covid 19 towards digital and social media marketing.

3.4 DATA COLLECTION AND DATA SOURCES

Circulation of questionnaires to general audiences who have a base knowledge of online and offline purchasing. The questionnaire was sent through Google forms to about 150 people and 141 people responded to the questionnaire. The questionnaire was made to understand the consumer point of view to register the impact of digital marketing on them. This provides me first-hand information which is not manipulated and hence of highest accuracy. Analysis is drawn only considering primary sources of information. A small preliminary study was done in order to design the questionnaire to understand the means of online and offline shopping and which all factors are responsible for it during emergency situations. After that, a sample questionnaire was tested to find it's accuracy and whether it fulfils the objective or not. Small technical errors were fixed and were sent to respondents for final collection of data from them. To make it look appealing and gather as much reponses, the questionnaire was developed using various visual representations and interesting questions to have undivided attention of the respondents. Also, a small survey helped to manage the accuracy of data and to increase the credibility of the data collected.

Secondary research for the same is done through various other articles, journals and papers found on the internet. Also, this data is not used for analysis.

3.5 HYPOTHESIS STATEMENTS

H1

H1 (Alternative): There is a significant effect of COVID 19 on digital marketing.

H0 (Null): There is no significant effect of COVID 19 on digital marketing.

H2

H1 (Alternative): There is a relationship between age and the usage of online platforms for the purpose of shopping.

H0 (Null): There is no relationship between age and the usage of online platforms for the purpose of shopping.

H3

H1 (Alternative): There is significant increase in usage of online shopping platforms due to COVID19 pandemic.

H0 (Null): There is no significant increase in usage of online shopping platforms due to COVID19 pandemic.

H4

H1 (Alternative): Online retailers have adopted the best measures to avoid transmission of infection.

H0 (Null): Online retailers have not adopted the best measures to avoid transmission of infection.

H5

H1 (Alternative): Consumers prefer online shopping over offline shopping.

H0 (Null): Consumers do not prefer online shopping over offline shopping.

3.6 DATA ANALYSIS TOOLS

The tools used to produce results from the questionnaire are MS excel and SPSS software for statistical solutions. Also, Averages, Percentages, Pie Charts and Bar Graphs are used as a method to show the analysis. For the purpose of Analysis, we have used Google Forms to take the survey with the help of a questionnaire. Then used Microsoft Excel for coding and decoding purposes. A discrete choice model may be used to analyze why people choose some brands over another and what brand value they offer and analyse the behaviour while choosing a brand. And finally, SPSS for further interpretation of mean, median, mode, standard deviation and regression analysis can be used for likert scale then will apply factor analysis to reduce the number of variables and then T-test can be applied or ANOVA when variables can't be reduced to two. And some yes/no questions can be compared by using only mean scores.

The tools used for analysis are as follows keeping in mind the objective of every question asked in the uestionnaire:

1) **Standard Deviation:** It tells about the distribution's form, and how similar the individual data values are to the mean value The Standard deviation value indicates how similar our sample mean is to the true population mean. They work together to give a full image than the mean alone can.

2) **Regression Analysis**: Linear regression measures the association between two variables. It is a modeling technique where a dependent variable is predicted based on one or more independent variables. Here, dependent variable the scope of digital marketing depends upon the independent variable Covid 19. Regression helps to analyse the strength, degree of control and the relationship between independent and dependent variables.

3) **T-test Analysis:** It is used to determine whether a process or treatment actually has an effect on the population of interest, or whether two groups are different from one another. Basically, It's used to see if there's a statistically significant gap between two groups' means.

4) **Correlation:** Correlational research is a form of nonexperimental research in which the researcher calculates two variables and evaluates their statistical relationship (i.e., the correlation) with little to no attempt to control extraneous variables. Correlation is a statistical tool for determining if two continuous variables have a linear relationship.

5) **Chi square:** The chi-square test is a statistical test that compares observed and predicted outcomes. The aim of this test is to figure out if a discrepancy between observed and expected data is due to chance or a relationship between the variables you're looking at.

6) **Factor Analysis:** Factor analysis is a technique for observing associated variables and determining their heterogeneity by identifying it with a few unobserved "factors." The idea is to use the information obtained by observing existing variables to minimise the number of variables in every dataset.

These all techniques are used with descriptive statistics to come to a result which could be shaped into a conclusion. It is essential to have a degree of statistical error while conducting inferential statistics.

CHAPTER- 4 ANALYSIS AND INTERPRETATION

4. ANALYSIS AND INTERPRETATION

The data collected from the questionnaire gives a broad picture of the analysis. A total of 141 responses are recorded to facilitate the analysis and interpretation which are segregated into analysis of data collected and inferential statistics in order to follow up and give the exact picture of the outcome. The process of assigning meaning to the collected data and evaluating the assumptions, importance, and consequences of the results is known as data analysis and interpretation. The steps involved in data analysis vary depending on the type of data collected; however, returning to the objective of the evaluation and the assessment questions would provide a framework for the data organization and analysis.

4.1 EVALUATION OF DATA COLLECTED

4.1.1 Age

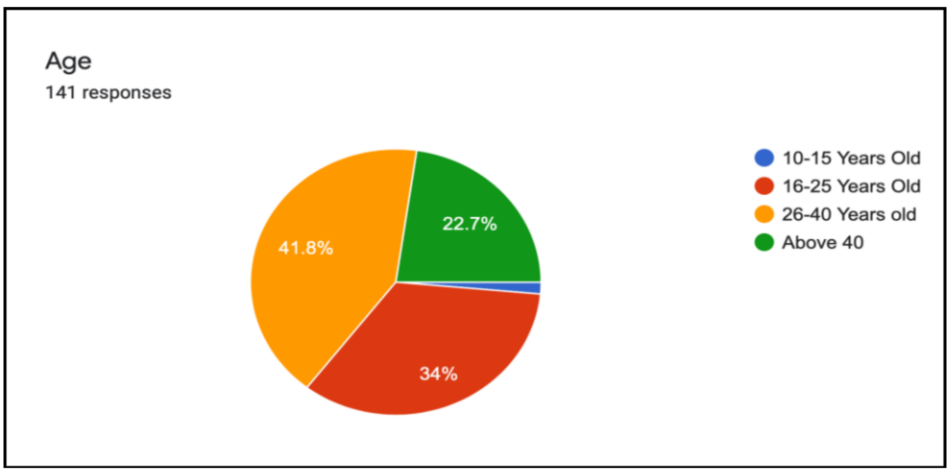


FIGURE 1 Responses for Age

The first question in the questionnaire was about the age of the respondents. As the figure shows, the majority of respondents belong to the age group of 26-40 years of age which makes them Millennial generation. And the next age group which responded the highest is the 16-25 years range which makes them Generation Z. Also, there are 22.7% of the population that belong to the age group of above 40. And that leaves only 1.5% of the population belonging to the age group of 10-15 years range. Hence, we can conclude that millennials are the highest to respond to the study and this study bends a knee to millennials.

4.1.2 Gender

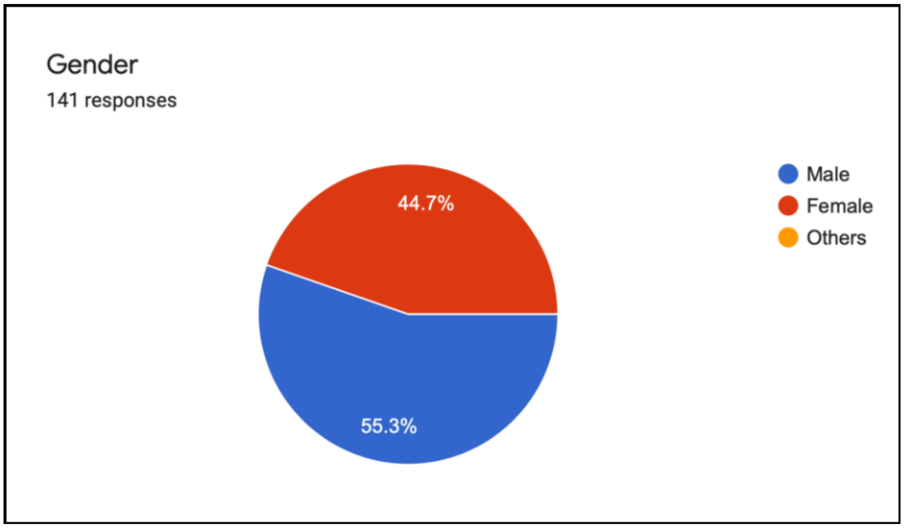


FIGURE 2: Responses for Gender

The next followed question was the gender of the respondents. As the figure above shows, about 55.3% were males and 44.7% were females. The gender of a person may impact the online shopping trend. Therefore, we can say that the overall study is more inclined toward males and their related online shopping habits but also since it's not a vast difference, we could not differentiate the data given just for male population. There is no respondent who falls in the category of others.

4.1.3 Usage of online shopping platforms

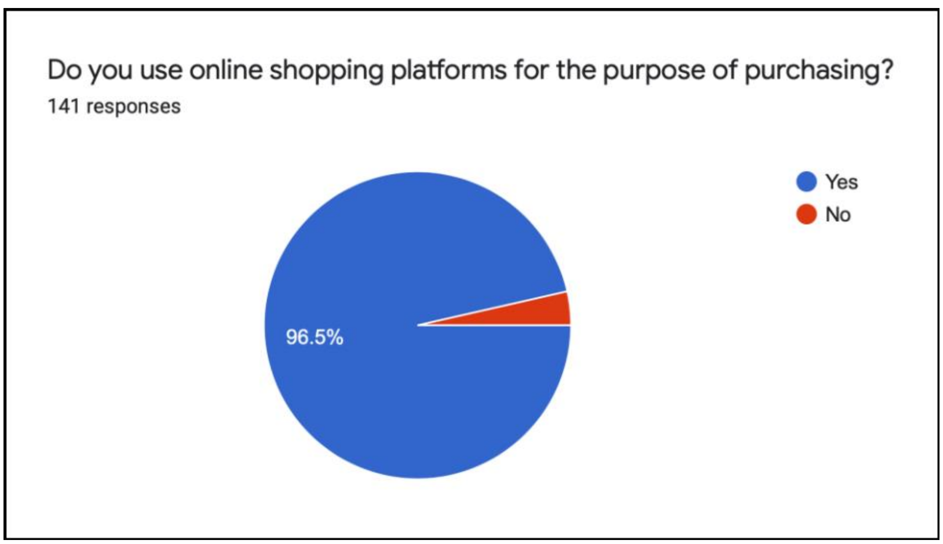


FIGURE 3: Responses for usage of online shopping platforms

As depicted above, the figure shows that the majority of the respondents use online shopping for the purpose of purchasing which is around 96.5%. This shows that although the majority of them use online shopping there is a small percentage of people who either do not use online shopping at all or are dependent on someone else as they might not be familiar with online shopping and prefer traditional methods of shopping. 3.5% of the respondents do not use online shopping platforms for the purpose of purchasing where we have excluded the results of 3.5% of population from further attending of questions as they questionnaire is totally based on understanding consumer behaviour towards online shopping, hence if they do not use online shopping platform, then it creates no sense for analyzing their behaviour if they are not known to digital exchange.

4.1.4 Preferred ecommerce platform

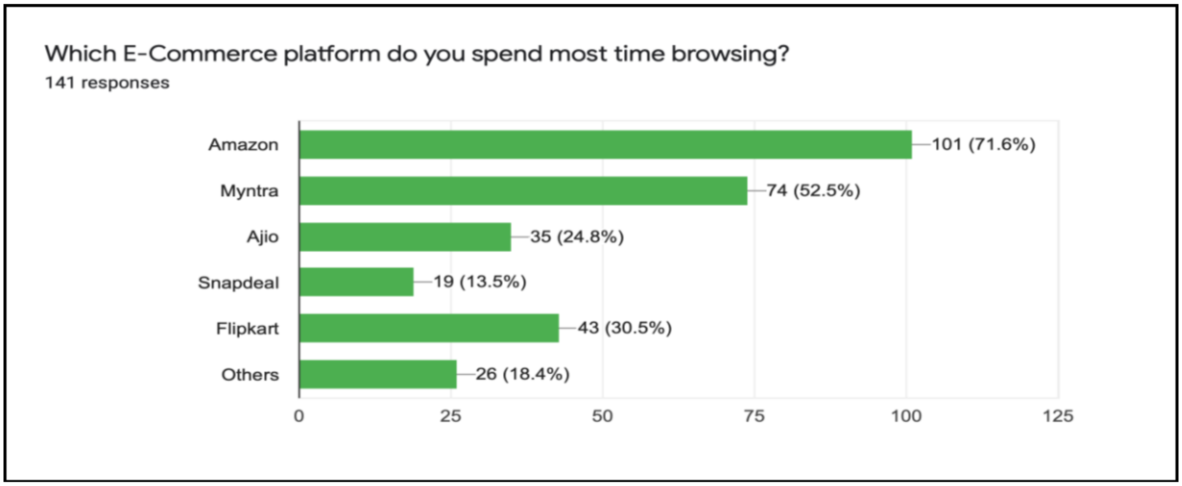


FIGURE 4: Responses for preferred e-commerce platform for browsing

In the following diagram, 71.8% of respondents use Amazon, 52.5% use Myntra,30.5% use Flipkart, 24.8% Ajio, 13.5% use Snapdeal and 18.4% who use some other e-commerce platform apart from the ones mentioned above. Among these popular platforms Amazon followed by Myntra and Flipkart are the ones where people spend most of their time browsing. As shown above, Amazon is the most preferred e-commerce platform because according to a research Amazon is the largest and most successful retailer in the western world because they built the best customer experience. We can also conclude that during covid 19 times, people preferred Amazon followed by Myntra because it may have served its customers according to Covid 19 precautions and give the ultimate experience even at the time of emergency.

4.1.5 Change in Shopping behavior

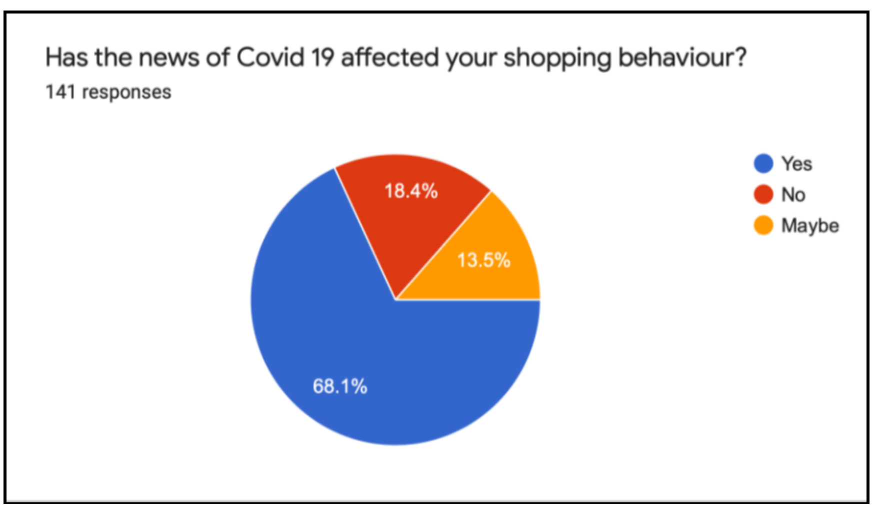


FIGURE 5: Responses for analyzing shopping behavior

As per the pie chart above, the news of Covid-19 has affected around 68% of the respondents which means it makes us wonder whether online shopping is safe as scientists say that viruses can live on surfaces for upto 3 days. While 18.4% respondents believe that it had no impact on their shopping behaviour. And 13.5% of the population is not sure about covid 19 influence on their shopping behavior which means they are not aware of the fact that they may or may not have changed their preferences. But with the highest population affirming that they changed the way they shop means that consumer behavior has changed towards purchasing and various implications that are attached to it. Many people changed the way they shop, and many people changed their preferences towards shopping which ultimately means covid 19 is a huge stone that changed the way the world buys or exchanges products and services.

4.1.6 Preference

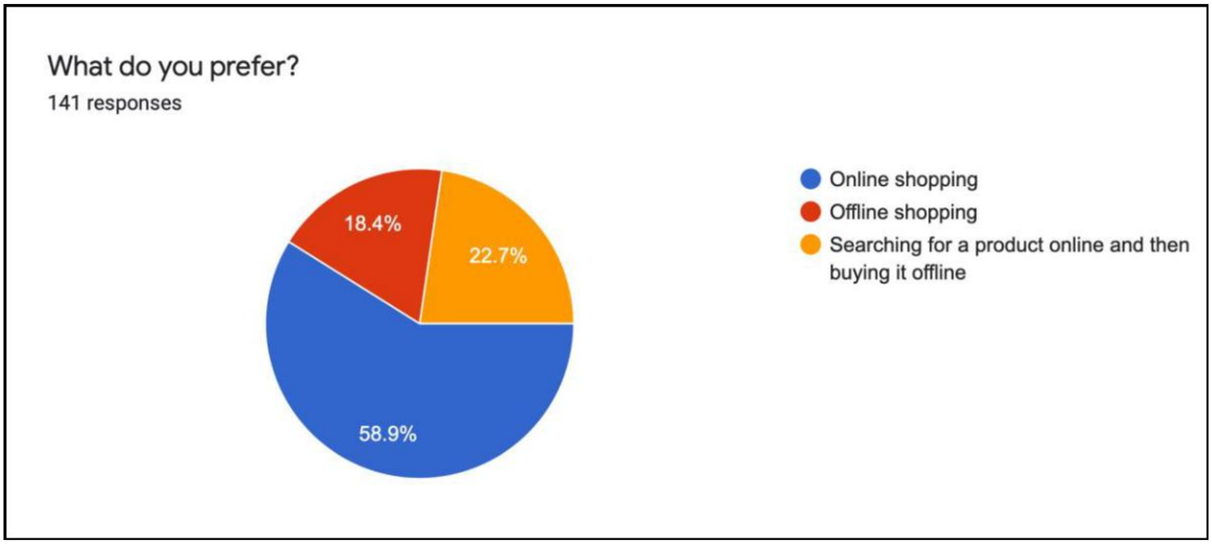


FIGURE 6: Responses on preferences

According to the figure above, 58.9% of respondents prefer Online shopping at the time of pandemic and 18.4% prefers to buy offline. But there are also 22.7% who prefer to search for a product online and then buy it offline which means they may get influenced by a digital campaign or ad group but do not trust the feasibility without either touching or wearing it, or they may first like to check up on products and then see by themselves to second hand their opinion about buying the product through traditional means of shopping. A large percentage of the population prefers to buy via online mediums that could be a result of social distancing and stringent lockdown laws by the government. Either way, digital marketing is benefitting from the opportunity and hence has an increased market share due to a pandemic.

4.1.7 Preferred social media platform for purchasing products

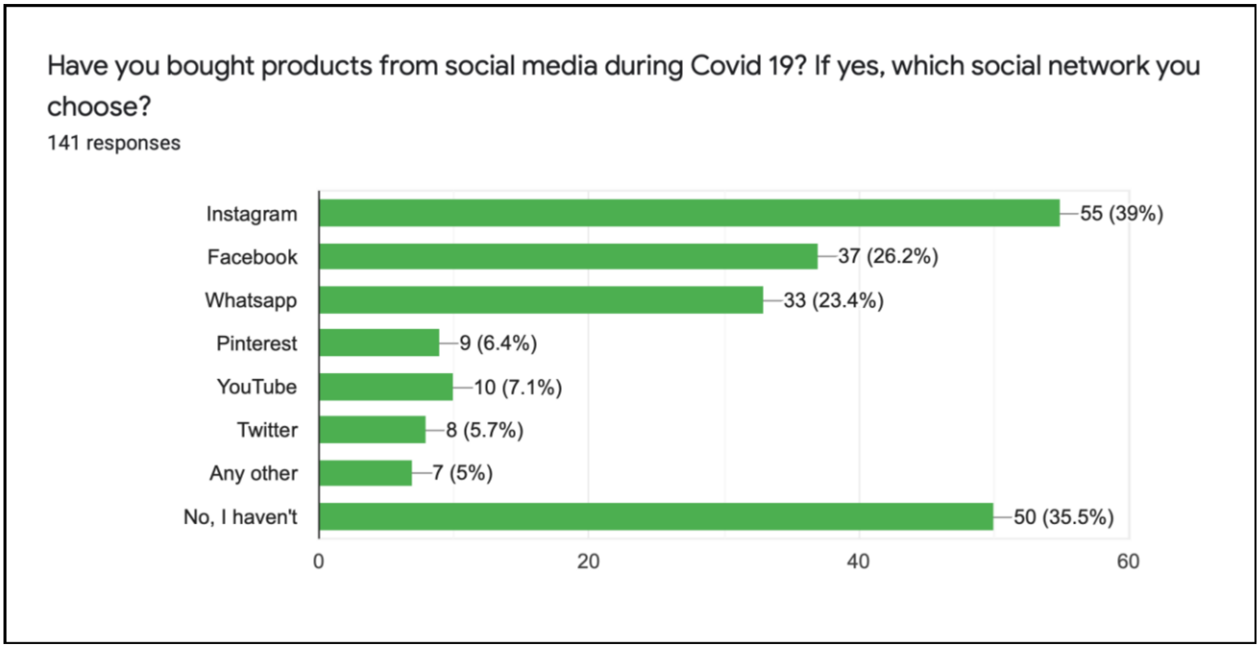


FIGURE 7: Preferred social media channel for the purpose of exchange

Following the graph, it shows the inclination towards social media shopping by outletting various channels where digital sales could be performed. 39% of the population have once or more bought any product or service from Instagram channel which is highly inductive and used by a large population of Generation Z and 26.2% by Facebook which is generally used alot by millennials according to a study. Also, a large population of respondents have never bought anything through social media which is 35.5% which means that people usually prefer the e-commerce platform for the purpose of actual exchange on digital platforms which is shown in previous questions. Usually, a relatively high number of respondents also bought from Whatsapp which means through Whatsapp business accounts that came into existence a few years ago and became a hit among the population. Also, some respondents also made an exchange by Youtube (7.1%), Pinterest (6.45), Twitter (5.7%) and any other social channel by 5%. These are small numbers as compared to the size of the population. Hence, we can conclude that Instagram was a hit among the population during Covid 19 and experienced a lot of sales. Also, other than Instagram people usually buy from genuine listed buyers from e-commerce sites or shops traditionally.

4.1.8 Increment in time limit searching products on online platform

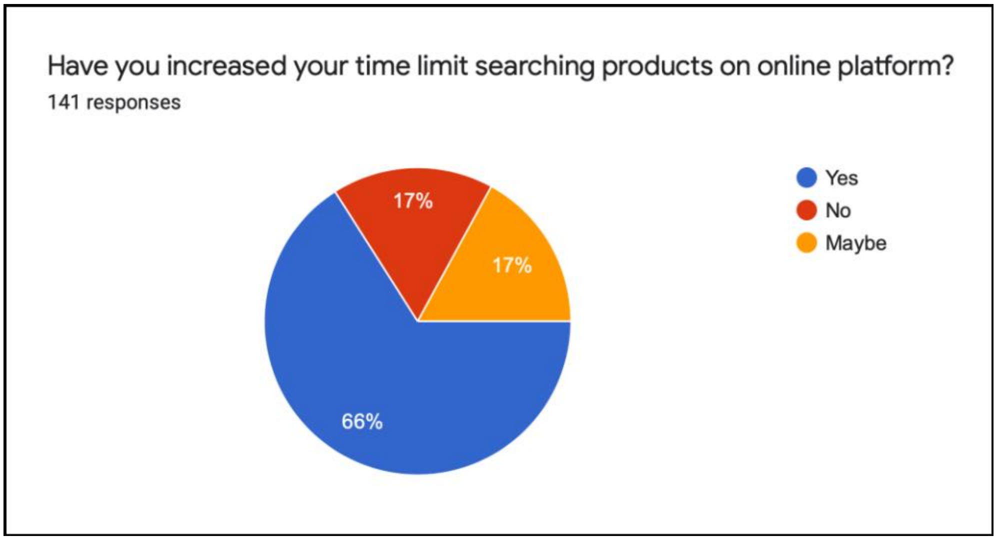


FIGURE 8: Responses on increment of time limit for browsing products

According to the question, it asks about increasing the time limit searching for products on online platforms that may or may not occur in actual purchase or for the sake of window shopping. Since, it is easy to window shop online because you have many links open for the same product through various online channels, and that's why 66% of the population has increased their limit time. 17% of the population have no influence over the time limit of browsing in reaction to Covid 19 and 17% of the population are not sure about their usage of online shopping platforms. But since, a large population of respondents have increased, that means digital agencies have to work according to adjust a huge demand towards browsing and apply techniques to make an actual purchase.

4.1. 9 Purchased something first time because of COVID 19

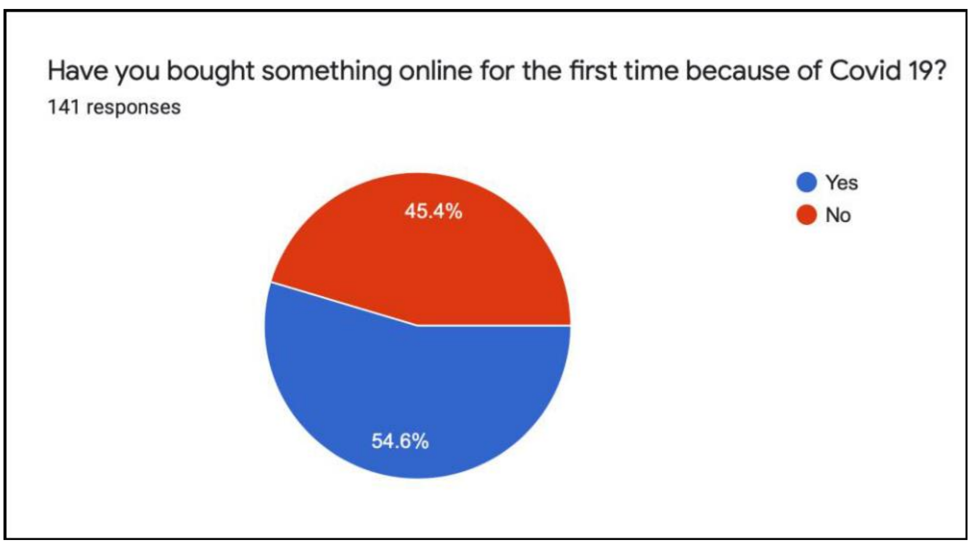


FIGURE 9: Responses on buying first time through digital means

According to the questionnaire, the question asks whether the population has bought something online for the first time because of Covid 19 which resulted in almost a mixed response. 54.6% of the population have brought any commodity or any service for the first time through online means and 45.4% of the population have not brought any specific commodity because of Covid 19. Since, a larger part of the population did buy for the first time means more market share for those commodities which were not functioning well pre covid. 45.4% of respondents did not buy anything for the first time which could mean either they don't shop online alot or shops a lot online before covid 19.

4.1.10 Bought the most in COVID 19 using online platforms

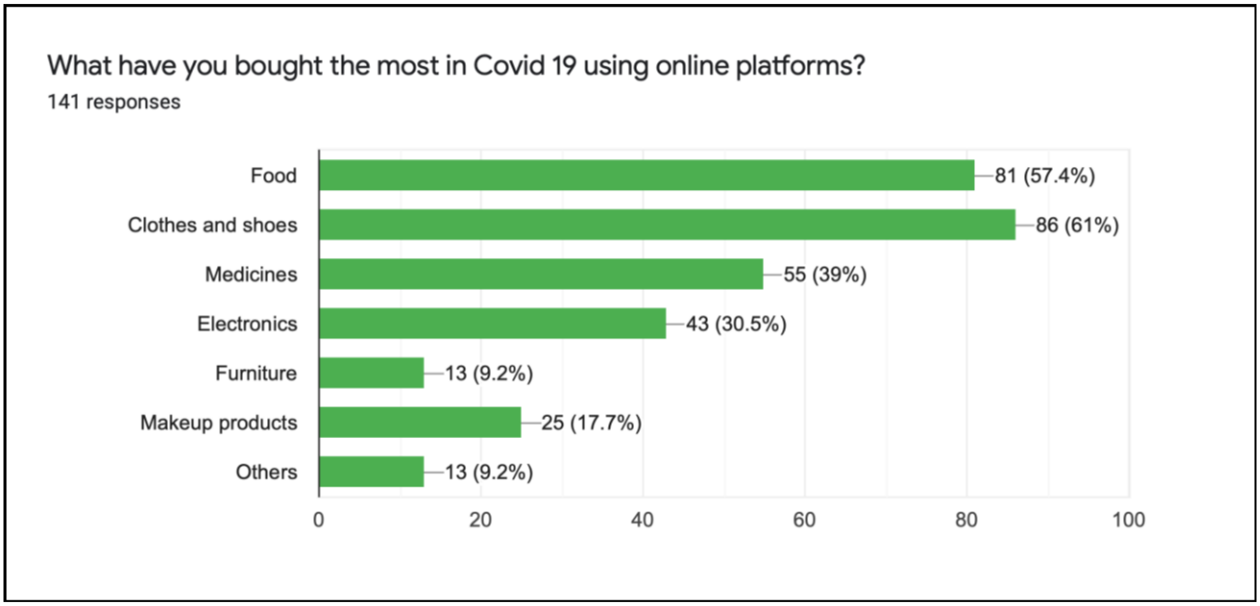


FIGURE 10: Preferred industry via digital platforms

The questions addresses the objective of finding which were the most and worst hit industries in the pandemic. It asks about the most bought product in COVID 19 using online platforms, where 61% of the respondents bought clothes and shoes through online platforms followed by food as 57.4% and medicines as 39%. The most sold product turns out to be clothes and other accessories because apparel industries have succeeded to turn to digital sales in the time of pandemic and prior pandemic too. Electronics with 30.5 %, makeup products by 17.7%, furniture by 9.2% which are also bought but not alot. According to the studies, luxury products and services faced a decline and basic foods created a huge demand. With 9.2%, people also bought other products. There are many stores who have started selling online as well during the pandemic which means they also created a huge digital market too. To conclude, Clothes, food and medicines that are a part of basic necessities were bought largely by consumers through the time of the pandemic through digital means.

4.1.11 Last online purchase

FIGURE 11: Responses on last online purchase

The above questions relates to the time period, that when asked when did you make your last online purchase, 34% made it a day before and 31.2% made it a week before which makes a total of 65.2%. It means that the frequency of buying online is more than the quantity of buying online, which online shopping could be an conducive platform to perform purchase and definitely the frequency of buying products through online means has increased, because people have also started to buy perishable goods (vegetables, fruits, milk and other household products) online which was usually bought offline before pandemic. 20.6% of the population made a purchase a month ago and 14.2 % have made it before a month. We can conclude that digital marketing has rightfully aided the objective of purchase and induced through correct mechanisms and techniques to gather sales on a frequent basis.

4.1.12 Preferred mode of payment

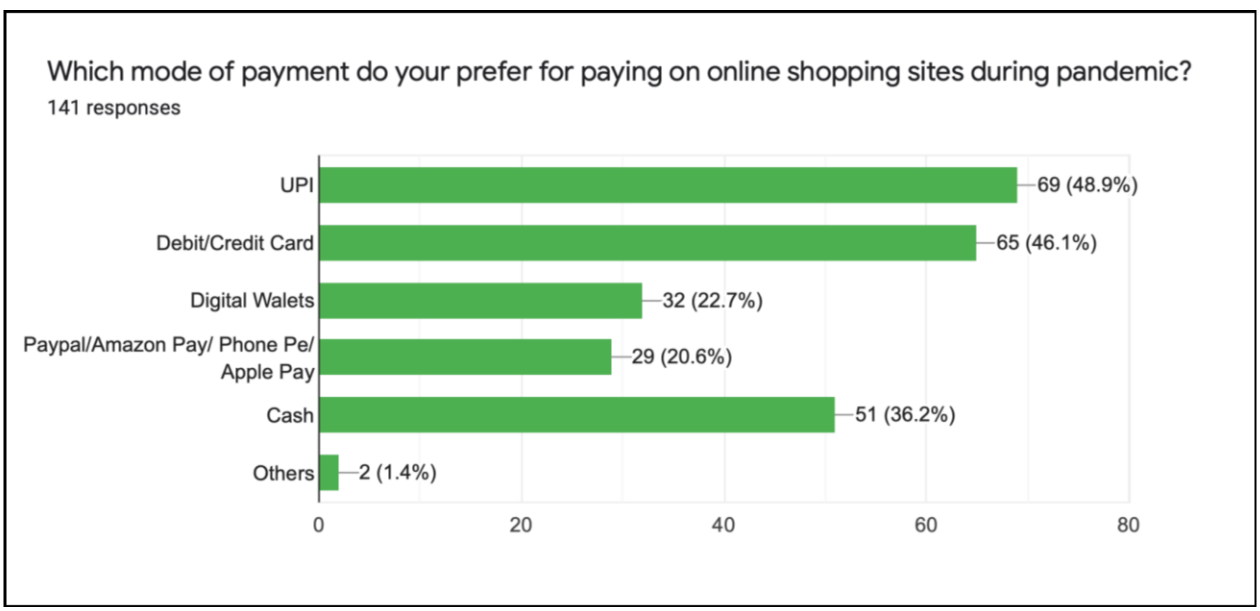


FIGURE 12: Preferred mode of payment

The questions asks about the preferred choice of mode of payment at the time of purchase in pandemic. 48.9% of respondents prefer UPI the most as it is the most easiest way of playing a trusted e-commerce platform. 46.1% of the respondents like to buy through a debit or a credit card which is also easy and takes a minute to process. 36.2% of the respondents prefer cash as the mode of payment even at the time of pandemic which means that people choose to pay cash when they don't use other modes of payment or when they don't trust online shopping or the platform they are engaged in. 22.7% and 20.6% of the respondents pay by using digital wallets such as paytm and paypal/phonepe/amazon pay/apple pay which also acts as associates of UPI payment method. Hence, online mode of payment is a preferred way of payment by the consumers at the time of purchase during COVID 19.

4.1.13 Preferred UPI transfer application

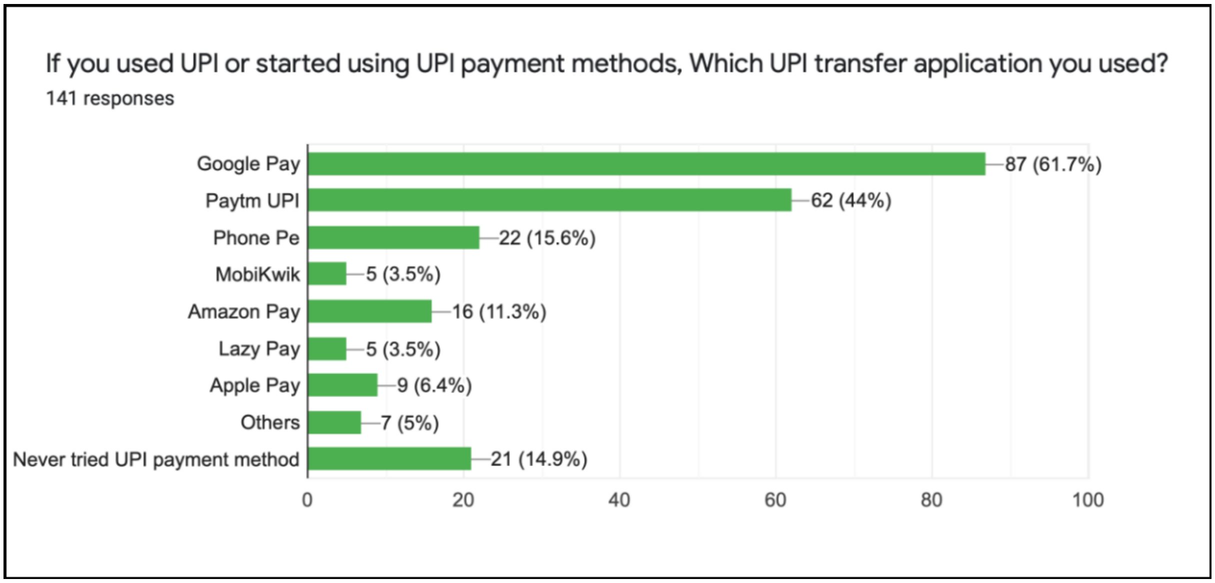


FIGURE 13: Responses on preferred UPI application

In link to the previous question, this question asks about the preferred UPI transfer application. Due to rise in social distancing, people started to use these online modes of payment without the use of credit and debit cards as it's a time saving process as well. 61.7% of the respondents use Google Pay for the transfer and 44% use Paytm UPI. These two applications are highly used by the respondents for the purpose of paying as it is wide spread and caters to the need of the consumers. 15.6% of the respondents use Phonepe, 11.3% use Amazon Pay, 6.4% use Apple pay, 5% use other applications, and 3.5% of the respondents use MobiKwik. With a high rise in reducing cash as the payment method to ebiding by social distancing norms, these applications have a large number of users registering to its services. With online shopping, online payment has also taken a hit with it.

4.1.14 Restriction to buy only basic commodities

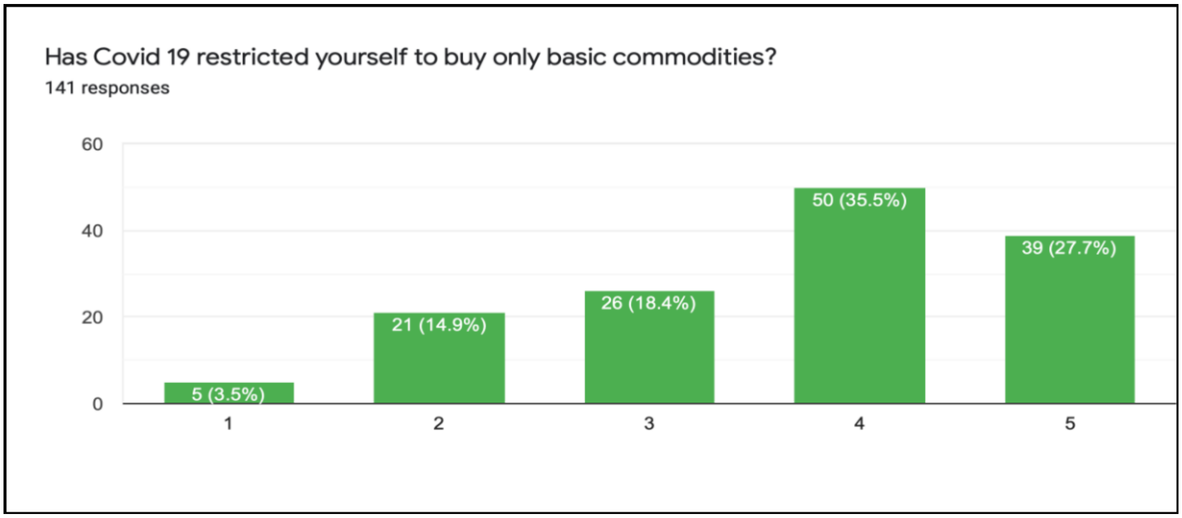


FIGURE 14: Responses on restriction to basic commodities

In the above question, it is asked if the news of COVID 19 affected the buying behavior by restricting yourself to buy online basic commodities. 35.5% and 27.7% of the population strongly agrees or agrees to the fact that they choose to buy only basic commodities till everything gets back to normal from emergency situations. 15.4% of the population are neutral towards this question and 14.5% and 3.5% disagree and strongly disagree to the question asked which means they did not change their buying behavior and remained the same at the time of a pandemic. We can conclude that a large proportion of the respondents changed their buying behavior by restricting themselves to buying only basic necessities at the time of emergency.

4.1.15 Rate shopping experience through online channels

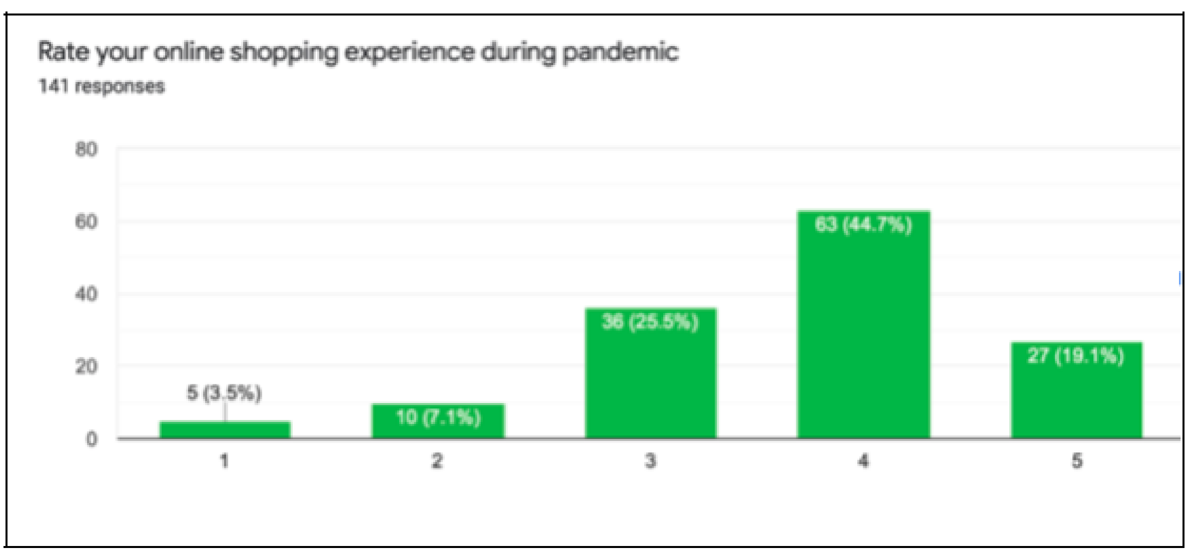


FIGURE 15: Responses on ranking online shopping experience

In the above question, it asks about ranking the shopping experience of the consumer through online means. With 44.7% of the respondents gives a ranking of 4 out of 5 and makes the largest population which means people are happy with the service ecommerce platform is providing the consumers in the time of COVID 19. 25.5% of the respondents ranked 3 out of 5 to online shopping which would mean there is a chance they feel online shopping experience could be increased with the right measure and practise. 19.1% of the respondents ranked it 5 on 5 which means they are extremely happy with online shopping and also finds it the most convenient platform to use at the time of COVID 19. 7.1% of the respondents are not quite satisfied with the service they were at the first place from e-commerce sector and 3.5% of the respondents are extremely dissatisfied with the way online channels worked at the time of pandemic and mostly would prefer some other channel of exchange over the internet.

4.1.16 Appropriate COVID 19 measures adopted by e-commerce platforms

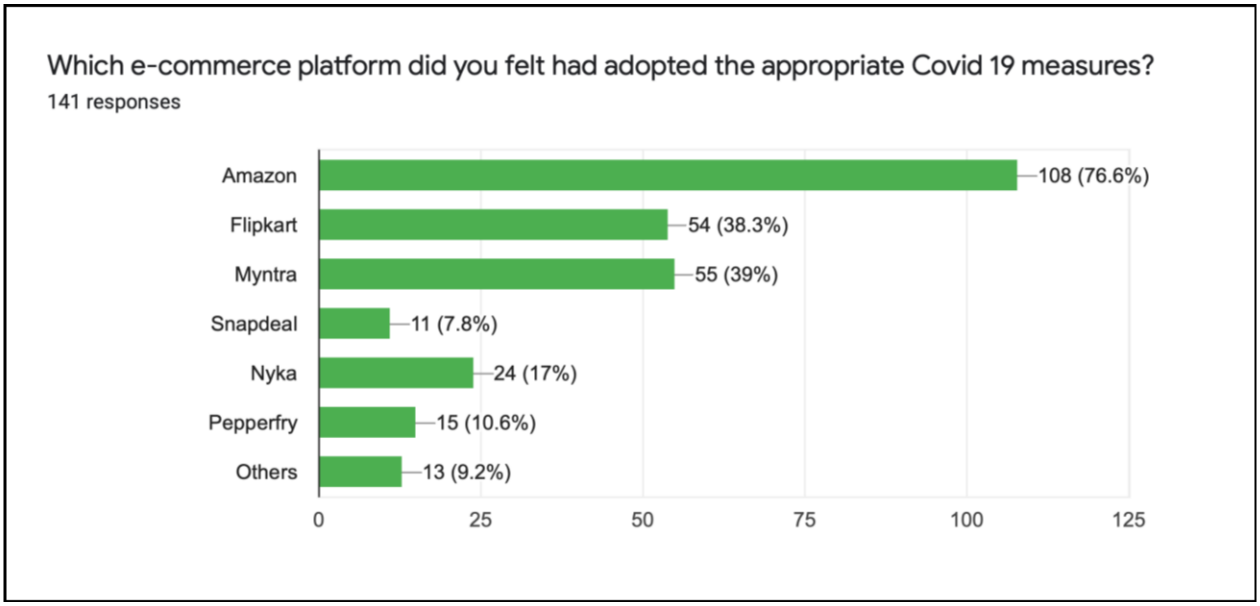


FIGURE 16: Responses on appropriate measure adoption by ecommerce platforms

The above question asks about the measures taken by the e-commerce companies in adherence to the government rules towards COVID 19. This question illustrates the experience of the consumers towards the measures taken by the e-commerce companies. This compares the consumer experience towards adoption of the appropriate COVID 19 measures. 76.6% of the population felt Amazon has adopted the measures in the best way possible following up with Flipkart with 38.3%, Myntra with 39%, 17% Nyka, 10.6% Pepperfry, 7.8% Snapdeal and 9.2% prefer some other e-commerce websites. We can conclude that Amazon gave the best customer experience at the time of COVID 19 by adopting the best social distancing measures released by the government and even by themselves. This could also be the fact that Amazon functions in a lot of industries and all its competitors focus on one or two industries (mainly apparel or makeup).

4.1.17 The preferred online retailer

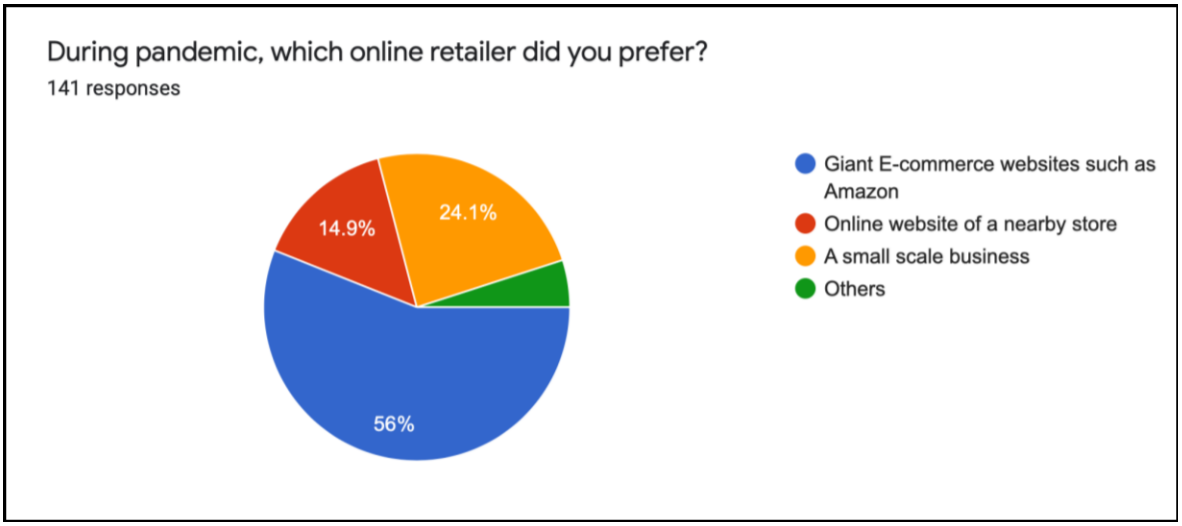


FIGURE 17: Responses on preferred online retailer

The last question caters to the problem of selection of online retailers. It asks which online retailer is preferred by the consumers during pandemic. 56% preferred Giant e-commerce websites such as amazon, Myntra etc. 14.9% preferred the online website of a nearby store and 24.1% preferred a small scale business on digital platform. Huge number of the population prefer giant e-commerce channels because they trust these online retailers and give a lot of choices to them whereas small scale owners or a store nearby has limited choice and cannot offer a wide array of payment options and other types of choices to them. 5% of the population prefers other online retailers too. Hence, we can say that giant e-commerce websites gave the best experience to the consumers followed by a small scale business and then online websites of a nearby store. According to a study, this pandemic people have tries to help domestic or small businesses by investing in their business at the time of economic crisis which shows that there has been a change in the consumer behaviour towards a new type of consumerism where they like to purchase products just to help small businesses at the time when they needed them the most. People are becoming more conscious and becoming spiritual consumers.

4.2 INFERENTIAL STATISTICS

Inferential statistics allows you to make predictions ("inferences") from descriptive statistics (for example, a chart or graph). Inferential statistics are used to make generalizations about a population using data from samples.

Inferential statistics is divided into two categories:

- Parameter estimation: This entails using a statistic from the survey data (such as the sample mean) to make a claim about a population parameter (i.e. the population mean).
- Tests to see if your hypothesis is right: You may use sample data to address research

questions in this section. For example, you might be curious about the efficacy of a new cancer drug.

In this study, Inferential statistics is used for estimating parameters by performing various tests using the SPSS software.

4.2.1 ANALYSIS BY CHI SQUARE METHOD

To have a comparative study, Chi square method is used to find the comparison or differentiation between the two age groups that are Millennials (25-40 age group) and Generation Z (16-25 age group).

1) Age and preferred e-commerce platforms for browsing

Count		Amazon	Myntra	Ajio	Snapdeal	Flipkart	Others	Total
Age	16-25	17	27	11	8	6	6	75
	26-40	22	7	7	2	14	5	66
Total		39	34	18	10	20	11	141

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)

Pearson Chi-Square	10.704[a]	5	.058
Likelihood Ratio	11.047	5	.050
N of Valid Cases	141		

TABLE 2.1

In the above table, the Pearson Chi square p-value is 0.058 that is also called Asymptotic significance. The likelihood ratio Chi-square statistic is 11.047 and p-value is 0.050. Therefore, at a significance level of 0.05, we can conclude that p-value is less than or equal to the significance level, there is a significant association between the variables. Hence, there is a significant association between age and the preferred e-commerce used for browsing.

2) Age and the choice of online retailer

Count		Giant e-commerce	Online website of a nearby store	Small business	Others	Total
Age	16-25	41	13	20	1	75
	26-40	38	8	14	6	66
Total		79	21	34	7	141

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.382[a]	3	.146
Likelihood Ratio	5.768	3	.123
Linear-by-Linear Association	.187	1	.665
N of Valid Cases	141		

TABLE 2.2

In the above table, the pearson Chi square p-value is 0.146 that is also called Asymptotic significance. The likelihood ratio Chi-square statistic is 5.768 and p-value is 0.123. Therefore, at a significance level of 0.05, we can conclude that p-value is more than the significance level,

xlvii

there is no significant association between the variables. Hence, there is no significant association between age and the choice of online retailer.

3) Age and preferred e-commerce platform adoption of appropriate COVID 19 measures

		Amazon	Flipkart	Myntra	Snapdeal	Nyka	Pepperfry	Others	Total
Age	16-25	21	15	17	4	8	5	5	75
	26-40	27	8	10	3	5	5	8	66
Total		48	23	27	7	13	10	13	141

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.671[a]	6	.461
Likelihood Ratio	5.718	6	.456
N of Valid Cases	141		

TABLE 2.3

In the above table, the pearson Chi square p-value is 0.461 that is also called Asymptotic significance. The likelihood ratio Chi-square statistic is 5.718 and p-value is 0.456. Therefore, at a significance level of 0.05, we can conclude that p-value is more than the significance level, there is no significant association between the variables. Hence, there is no significant association between age and the preferred ecommerce platform adoption of appropriate Covid19 measures.

4) Age and Rating of online shopping experience during COVID 19

		1	2	3	4	5	Total
Age	16-25	2	5	20	35	13	75

xlviii

	26-40	3	5	16	28	14	66
Total		5	10	36	63	27	141

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.888[a]	4	.926
Likelihood Ratio	.888	4	.926
Linear-by-Linear Association	.005	1	.944
N of Valid Cases	141		

TABLE 2.4

In the above table, the pearson Chi square p-value is 0.926 that is also called Asymptotic significance. The likelihood ratio Chi-square statistic is 0.888 and p-value is 0.926. Therefore, at a significance level of 0.05, we can conclude that p-value is more than the significance level, there is no significant association between the variables. Hence, there is no significant association between age and the rating given to online shopping experience.

5) Age and preferred UPI applications

		Gpay	Paytm	Phonepe	MK	Amazon Pay	Lazypay	Apple	Other	No	Others
Age	16-25	22	21	7	3	6	2	5	2	7	75
	26-40	21	17	4	0	7	1	0	3	13	66
Total		43	38	11	3	13	3	5	5	20	141

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)

xlix

Pearson Chi-Square	11.144[a]	8	.194
Likelihood Ratio	14.235	8	.076
N of Valid Cases	141		

TABLE 2.5

In the above table, the pearson Chi square p-value is 0.194 that is also called Asymptotic significance. The likelihood ratio Chi-square statistic is 14.235 and p-value is 0.076. Therefore, at a significance level of 0.05, we can conclude that p-value is more than the significance level, there is no significant association between the variables. Hence, there is no significant association between age and the preferred choice of UPI transfer application.

6) Age and Preferred mode of payment for online shopping

		UPI	D/C Card	Digital wallets	Paypal	Cash	Total
Age	16-25	13	22	10	9	21	75
	25-40	14	16	10	9	17	66
Total		27	38	20	18	38	141

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.834[a]	4	.934
Likelihood Ratio	.835	4	.934
N of Valid Cases	141		

TABLE 2.6

In the above table, the Pearson Chi square p-value is 0.934 that is also called Asymptotic significance. The likelihood ratio Chi-square statistic is 0.835 and p-value is 0.934. Therefore, at a significance level of 0.05, we can conclude that p-value is more than the significance level, there is no significant association between the variables. Hence, there is no significant association between age and the preferred mode of payment.

I

7) Age and the last online purchase made

		A day before	A week before	A month before	More than a month	Total
Age	16-25	27	22	15	11	75
	25-40	21	22	14	9	66
Total		48	44	29	20	141

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.412[a]	3	.938
Likelihood Ratio	.412	3	.938
Linear-by-Linear Association	.035	1	.851
N of Valid Cases	141		

TABLE 2.7

In the above table, the pearson Chi square p-value is 0.938 that is also called Asymptotic significance. The likelihood ratio Chi-square statistic is 0.412 and p-value is 0.938.. Therefore, at a significance level of 0.05, we can conclude that p-value is more than the significance level, there is no significant association between the variables. Hence, there is no significant association between age and the last purchase made online.

8) Age and the choice of products bought most using online platforms during COVID19

		Food	Clothes	Medicines	Electronics	Furniture	Makeup	Others	Total
Age	16-25	16	16	14	11	4	9	5	75
	26-40	20	19	6	9	5	2	5	66

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.126[a]	6	.045
Likelihood Ratio	8.549	6	.012
N of Valid Cases	141		

TABLE 2.8

In the above table, the pearson Chi square p-value is 0.045 that is also called Asymptotic significance. The likelihood ratio Chi-square statistic is 8.549 and p-value is 0.050. Therefore, at a significance level of 0.05, we can conclude that p-value is less than or equal to the significance level, there is a significant association between the variables. Hence, there is a significant association between age and the choice of products bought online during COVID 19.

9) Age and the range of affected shopping behaviour due to COVID 19

		Yes	No	Maybe	Total
Age	16-25	48	16	11	75
	26-40	47	10	9	66
Total		95	26	20	141

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.025[a]	2	.029

lii

Likelihood Ratio	1.033	2	.050
N of Valid Cases	141		

TABLE 2.9

In the above table, the pearson Chi square p-value is 0.029 that is also called Asymptotic significance. The likelihood ratio Chi-square statistic is 1.033 and p-value is 0.050. Therefore, at a significance level of 0.05, we can conclude that p-value is less than or equal to the significance level, there is a significant association between the variables. Hence, there is a significant association between age and consumers affirming they changed their buying choices during Covid 19.

10) Age and purchasing something for the first time due to Covid 19

		Yes	No	Total
Age	16-25	38	37	75
	26-40	39	27	66
Total		77	64	141

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.005[a]	1	.316		
Continuity Correction	.694	1	.405		
Likelihood Ratio	1.007	1	.316		
Fisher's Exact Test				.397	.202
Linear-by-Linear Association	.998	1	.318		
N of Valid Cases	141				

TABLE 2.10

In the above table, the pearson Chi square p-value is 0.316 that is also called Asymptotic significance. The likelihood ratio Chi-square statistic is 0.694 and p-value is 0.405. Therefore, at a significance level of 0.05, we can conclude that p-value is more than the significance level, there is no significant association between the variables. Hence, there is no significant association between age and buying a product or service for the first time due to COVID 19.

11) Age and preference towards online shopping

		Online	Offline	Checking online but buying offline	Total
Age	16-25	43	15	17	75
	26-40	40	11	15	66
Total		83	26	32	141

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.275[a]	2	.871
Likelihood Ratio	.277	2	.871
Linear-by-Linear Association	.053	1	.819
N of Valid Cases	141		

TABLE 2.11

In the above table, the pearson Chi square p-value is 0.871 that is also called Asymptotic significance. The likelihood ratio Chi-square statistic is 0.277 and p-value is 0.871. Therefore, at a significance level of 0.05, we can conclude that p-value is more than the significance level, there is no significant association between the variables. Hence, there is no significant association between age and preference towards online or offline shopping.

12) Age and Preference towards using social media channels to purchase products during COVID 19.

		Insta	FB	W/A	Pinterest	YT	Twitter	Any other	No	Total
Age	16-25	19	9	13	3	5	2	4	20	75
	26-49	10	10	8	2	2	4	1	29	66
Total		29	19	21	5	7	6	5	49	141

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.104[a]	7	.245
Likelihood Ratio	9.319	7	.231
N of Valid Cases	141		

TABLE 2.12

In the above table, the pearson Chi square p-value is 0.245 that is also called Asymptotic significance. The likelihood ratio Chi-square statistic is 9.319 and p-value is 0.231. Therefore, at a significance level of 0.05, we can conclude that p-value is more than the significance level, there is no significant association between the variables. Hence, there is no significant association between age and preference towards social media channels to purchase products or services during COVID 19.

13) Age and Increment in time limit for searching products on online channels

		Yes	No	Maybe	Total
Age	16-25	51	12	12	75
	26-40	42	12	12	66
Total		93	24	24	141

lv

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.298[a]	2	.043
Likelihood Ratio	.297	2	.002
Linear-by-Linear Association	.253	1	.615
N of Valid Cases	141		

TABLE 2.13

In the above table, the pearson Chi square p-value is 0.043 that is also called Asymptotic significance. The likelihood ratio Chi-square statistic is 0.297 and p-value is 0.002. Therefore, at a significance level of 0.05, we can conclude that p-value is less than or equal to the significance level, there is a significant association between the variables. Hence, there is a significant association between age and increment in time limit for searching products on online channels (Window shopping).

4.2.2 ANALYSIS BY REGRESSION

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.422[a]	.781	.601	.170
a. Predictors: (Constant), During pandemic, which online retailer did you prefer?, Covid 19 has affected your buying habits? Have you				

increased your time limit searching
products on online platforms?

TABLE 2.14 Model summary

Interpretation:

R-Square is the proportion of variance in the dependent variable (usage of online shopping platform) which can be predicted from the independent variables (choice of online retailer, affected buying habits and increment in the time limit for searching). R is the square root of R-Squared and is the correlation between the observed and predicted values of dependent variable. R- square is

.781 and adjusted R square is .601 which means that the linear regression explains 78.1% of the variance in the data which is good and can be taken for further analysis.

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.858	3	.286	9.887	.000b
	Residual	3.964	137	.029		
	Total	4.823	140			
a. Dependent Variable: Do you use online shopping platforms for the purpose of purchasing?						
b. Predictors: (Constant), During pandemic, which online retailer did you prefer?, Covid 19 has affected your buying habits? Have you increased your time limit searching products on online platforms?						

TABLE 2.15 ANNOVA

Interpretation:

95% confidence interval or 5% level of the significance level is chosen for the study. Thus the p-value should be less than 0.05. In the above table, it is .000. Therefore, the result is significant. F-ratio represents an improvement in the prediction of the variable by fitting the model after considering the inaccuracy present in the model. A value is greater than 1 for an F-ratio yield efficient model. In the above table, the value is 9.887, which is good.

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.110	.081		13.781	.000
	Covid 19 has affected your buying habits?	-.052	.016	-.257	-3.271	.001
	Have you increased your time limit searching products on an online platform?	.038	.019	.157	1.990	.059
	During pandemic, which online	.045	.015	.235	3.003	.003

retailer did you
prefer?

a.Dependent Variable: Do you use online shopping platforms for the purpose of purchasing?

TABLE 2.16 Coefficients

Interpretation

In the above table, the sig value for three independent variables are:

Sig value: 0.001 which means the significant change in using online shopping platforms is due to COVID 19 pandemic, because of the Sig. value is 0.001, which is less than the acceptable value of 0.05.

Sig value: 0.059 which means there is no significant change in using online shopping platforms due to increment in time limit for browsing on online platforms. This is because of the Sig. value is 0.08, which is more than the acceptable limit of 0.05.

Sig value: 0.003 which means there is significant change in using online shopping platforms is due to COVID 19 pandemic, because of the Sig. value is 0.003, which is less than the acceptable value of 0.05.

4.2.3 ANALYSIS BY CORRELATION

Correlations					
		Rate your online shopping experience	Do you think online shopping saves more money than	Do you think online shopping is better than	Covid 19 has affected your

		during pandemic	offline shopping?	offline shopping?	buying habits?
Rate your online shopping experience during pandemic	Pearson Correlation	1	.344**	.375**	.074
	Sig. (2-tailed)		.000	.000	.382
	N	141	141	141	141
Do you think online shopping saves more money than offline shopping?	Pearson Correlation	.344**	1	.438**	.349**
	Sig. (2-tailed)	.000		.000	.000
	N	141	141	141	141
Do you think online shopping is better than offline shopping?	Pearson Correlation	.575**	.538**	1	.652**
	Sig. (2-tailed)	.000	.000		.000
	N	141	141	141	141

Covid 19 has affected your buying habits?	Pearson Correlation	.074	.349**	.952**	1
	Sig. (2-tailed)	.382	.000	.000	
	N	141	141	141	141

TABLE 2.17 Correlation Analysis

Interpretation

The comparison between online shopping and offline shopping to online consumer experience, saving times and money, and COVID 19 has strong correlation as the coefficient value lies between ± 0.50 and ± 1, which are 0.575,0.538, and 0.652.

The rank given to online shopping by consumers is having a medium correlation to saving money and time in comparison to offline shopping and the choice of preferred platform as the Pearson correlation is 0.344, 0.375 and a small correlation between ranking online service and COVID 19. There is a medium level of correlation between saving money and time from online shopping and preference towards online shopping, selection of online shopping over offline shopping and COVID 19.

There is a high level of correlation between COVID 19 and choosing online shopping over offline shopping as the pearson correlation is 0.952. It also demonstrates a medium level of correlation between COVID 19 saving money and time as the pearson correlation is 0.349. A low level of correlation is seen in between COVID 19 and online shopping experience as the pearson correlation suggests 0.074.

4.2.4 FACTOR ANALYSIS

Communalities		
	Initial	Extraction
Do you use online shopping platforms for the purpose of purchasing?	1.000	.554
Have you increased your time limit searching products on an online platform?	1.000	.523
Have you bought something online for the first time because of Covid 19?	1.000	.915
When did you make your last online purchase?	1.000	.502

TABLE 2.18 Communalities

Interpretation

The above table is titled as the Communalities. This table shows the amount of variance in each variable that is accounted for. The method used here was Principal Component Analysis which gave the initial values as 1 for all the factors. This shows the variance in each factor accounted for by all other factors. The extraction values indicate the proportion of each variable's variance accounted by the components. All the values in this column are high. This signifies that the variables are well represented by the extracted components.

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.489	37.231	37.231			
2	1.006	25.145	62.376	1.006	25.145	62.376
3	.792	19.807	82.183			
4	.713	17.817	100.000			

TABLE 2.19 Total Variance table

Interpretation

The table shown above is called the 'Total Variance Explained' table. The table is divided in two major columns.

The first column is Initial Eigenvalues. This column gives the total amount of variance accounted for by each component originally. Further, it also shows the value in percentages and cumulative percentages. From this we can say that the highest variance is for switching online platform over traditional platform during COVID 19. The other factors showed lesser variability.

The second column is called 'Extraction Sums of Squared Loadings'. This table shows the extracted components. According to the above table, we can see that there is approximately 62.376 % of variability in the 4 factors selected.

Component Matrix	Component	
	1	2
Do you use online shopping platforms for the purpose of purchasing?	.736	.111
Have you increased your time limit searching products on an online platform?	.628	-.359
Have you bought something online for the first time because of Covid 19?	.275	.916
When did you make your last online purchase?	.691	-.157

TABLE 2.20 Component Matrix

Interpretation

The table above is the Component Matrix which shows the unrotated factor loadings. It shows the correlation between each factor and the variable. The correlation value lies between -1 to +1. Here, every value more than 0.5 shows very high correlation and the factor is considered as a part of another variable where correlation value is more than 0.5. The two columns represent the variables in which the factors have been divided. And every value below 0 shows low correlation.

CHAPTER- 5

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

- This research found that COVID 19 pandemic played an important role in influencing consumer behaviour and a major platform that helped consumers to exchange even with stringent curfews and social distancing, is digitalization of platforms.
- The literature review defines various consumer behaviour during the time of COVID 19, and how within the timeframe, it transforms from offline to online and materialistic to spiritual. A questionnaire is made with the help of literature reviews to have a case from both of the generations.
- Information was collected from 141 respondents and 9 responses were rejected out of 150 because they do not fall under the age group this research paper is attributed to.
- Descriptive statistics shows the percentage of respondents aligned with their choices towards the questions. The study focuses on two age groups and almost the same ratio of males and females during COVID 19 in India.
- To facilitate a comparison between two pronominal age groups, the chi square test was conducted. Preferred e-commerce platform, the choice of products bought most during COVID 19 and transformation towards digital platforms due to certain measures shows high significance with the two age groups. And all possible variables show no significance level with age according to the two age groups.
- According to the regression model, it specifies the relationship of customers to digital platforms which respondents accepted to shift to online platforms due to COVID 19. But even at the time of pandemic, consumer confidence towards digital platforms changed and perceptions to more important problems in the case of emergencies.
- The alteration of consumer product needs, post purchase satisfaction levels and product acquisition all changed during the pandemic and also the fact that deliveries may also be a point of contact for Corona and it changed how deliveries were also made. And also businesses have changed their functioning towards online shopping as well, many traditional markets came to digital platforms and the way they interact with consumers.
- Industries dealing in Food, medical health care and huge clothing brands have rightfully displayed its ability to sell digitally whereas there are many industries which failed to cater the needs of consumers through digital means.

● Some industries were hit hard no matter how well they tried (Travel and Tourism industry) because it was impossible to capture a scared consumer or was against the guidelines of the government to transport and assemble a huge audience as one.

● As per the research, consumers are restricted to buy only basic necessities that too moreover from online platforms as the risk of infection is huge and unnecessary spending from the consumer side is reduced or negligible at some points of pandemic.

● According to correlation, there is a huge positive correlation between people shifting to online platforms to maintain social distancing and the risk of spreading the infection.

● Inductive digital grounds increased the frequency at which people order products or call for services.

● Generation Z is keen on buying products from social media platforms at the time of COVID 19 whereas millennials prefer giant ecommerce platforms like Amazon. The also similar behavior found between the age group is both were keen to order from small scale businesses or an underlying shop.

● 78% of the population experienced a change in their perceptions and opinions towards digital marketing during the pandemic.

● For future, this behaviour may or may not change as this pandemic has been almost for 2 years in India which can leave a permanent mark on the consumers on how they exchange.

SUGGESTIONS

1) Businesses have been forced to go online to promote their goods and services as a result of the pandemic. As a result, marketers have been encouraged to produce content that is both contextual and meaningful in order to gain a greater share of their customers' minds.

2) In the surveyed countries, at least three-quarters (76%) of Internet users aged 16 to 40 claim they have been spending more time on their smartphones than before the lockdown and the emergency period in between the pandemic.

3) As the number of users grew, businesses, influential brands, and even tech firms were forced to create more and more content for users to access.

4) The shift to remote work, triggered by social distancing steps, has necessitated virtual brand marketing, customer interactions, and, in general, conducting business. The debilitating effects of the pandemic's first wave in the early months were long-lasting, and in the case of some companies, potentially irreversible.

5) Today's customer is different; markets are closed, necessities are out of stock or being sold at 30% to 50% higher prices, and consumers and their families are staying at home – some of whom have lost their jobs and have small sources of income. The business scenarios have also shifted as a result of this behavioural shift. We're catering to a totally different market.

6) Many brands can use social media networks to show how they are contributing to the wellness of the communities during the pandemic.

7) Due to virtually everyone needing to follow roughly the same lifestyle, buyer persona marketers must understand the transition, explicitly in terms of their needs, that will be popular to most people. The key is to place goods and services as the answer to this particular problem.

8) Digital marketing will be much more important during and after the Covid 19 crisis, which is already critical for small businesses who have seen conventional marketing yield ever lower returns on investment.

CONCLUSION

According to the research conducted, it is known that digital marketing is greatly affected by COVID 19 as well as the social exchange system, consumer perceptions and consumer satisfaction levels. The digitalization of traditional platform has made everything available at your doorstep following COVID 19 measures has changed the perception of touching and feeling a product before buying which is facilitated by easy returns and easy replacement given by e-commerce platforms. The study suggests consumer behaviour acknowledged during COVID 19 may still be alive after Corona pandemic. There is a huge change as jobs are work from home, classes are online and everything is done to reduce risk of infection which facilitated a new type of behaviour which could have taken many years to reach. Results show that consumers are shifting towards spiritual consumerism rather than materialistic consumerism where they only buy what they actually need or they buy something to support some small-scale businesses. Due to such big market captured by digital platforms, there is need to opt the right digital marketing tactic or technique to make an actual purchase or create the demand of a particular product which some platforms have rightfully done and some have failed to capture the market. The research also shows that there are industries who have made huge amount of money due to COVID 19 and on the same hand there are industries who have gone bankrupt which means that COVID 19 is an opportunity for some industries and threat for some industries at the same time. It's seen that generation z is more inclined towards using digital platforms and are more techno savy as compared to millennials. Millennials prefer giant online platforms like Amazon and Flipkart whereas Generation Z prefers to use social media channels like Instagram and Facebook to make a purchase because 94% of Generation Z uses social media. We expect the volume of digital marketing to decline as physical stores reopen, but it is unlikely to return to pre-pandemic levels.

We can conclude that we accept the alternative hypothesis that says that there is a significant effect of COVID 19 on digital marketing and reject the null hypothesis which says that there is no effect of COVID 19 on digital marketing. The genie has escaped the bottle, and advertisers have witnessed the power of high-volume digital campaigns. Marketers will continue to use these strategies to boost sales both online and in-store in the future. The emphasis now will be on making these promotions more focused and personalized, assisting in the optimization of digital ads toward all sales — whether online, on web, or in-store.

REFERENCES

BCG. (2020). How Marketers Can Win with Gen Z and Millennials Post-COVID-19. From https://www.bcg.com/publications/2020/how-marketers-can-win-with-gen-z-millennials-post-covid

Buff, Z. &. (2020). The impact of COVID 19 on consumer traits on a global level.

Chronopoulos. (2020). The effect of consumer spendings to spread of COVID 19.

CPU. (2020). Gen Z, Gender, and COVID-19.

Fromm, J. (2020). Marketing To Gen-Z During Covid: Social Is A Primary News Source. Hatchinson, A. (2020). 4 Ways COVID-19 is Affecting Millennial and Gen Z Consumers . From https://www.socialmediatoday.com/news/4-ways-covid-19-is-affecting-millennial-and-gen-z-consumers-infographic/576690/

Jiang, Y. (2020). Effects of COVID-19 on hotel marketing and management: a perspective article.

Jiang, Y. (2020). Effects of COVID-19 on hotel marketing and management: a perspective article.

Keane. (2020). The consumer panic at the time of COVID 19.

KPMG. (2020). Reaching Gen Z in the time of COVID-19.

Laato. (2020). Consumer market disruption during the pandemic.

Liu. (2021). The dark side of using social media: the phychological well being of millennials and generation Z.

Liu, H. (2021, May). COVID-19 information overload and generation Z's social media discontinuance intention during the pandemic lockdown. From https://www.sciencedirect.com/science/article/pii/S0040162521000329

Long. (2020). Rsik perception of consumers during COVID 19 to stock food .

Maguire, L. (2020). Marketing to Gen Z during pandemic. From https://www.voguebusiness.com/consumers/marketing-to-gen-z-during-covid-19

Mason. (2020). Behavioral changes of consumers and a tranformational shift in US due to COVID 19 at the time of recessions and emergencies.

Maya. (2020). Impact of Covid-19 on Digital Transformation and Sustainability in Small and Medium Enterprises (SMEs): A Conceptual Framework.

Mehta. (2020). The changes in human behaviour at the time of COVID 19.

Millennial and Gen Z: how their shopping habits are changing in the Covid-19 era. (2020). From Mailup Blog: https://blog.mailup.com/2020/12/gen-z-millennials-covid/

Pacheco, E. (n.d.). COVID-19's Impact on Social Media Usage. From https://www.thebrandonagency.com/blog/covid-19s-impact-on-social-media-usage/

Pantano. (2020). Retailers cons of Covid 19.

Preez, D. d. (2021). COVID-19, Millennials, Gen-Z and the future of work - a system change is needed.

Raj, M. (2020). COVID-19 and Digital Resilience: Evidence from Uber Eats.

Rogeeveen. (2020). The effect of COVID 19 on retailing business.

Schmitd, S. (2020). The Impact of COVID-19 on Millennials and Gen Z Consumers. From Market research: https://blog.marketresearch.com/the-impact-of-covid-19-on-millennials-and-gen-z-consumers

The impact of consumer behaviour patterns on Gen Z and Millennials. (2020). From https://www.digitalinformationworld.com/2020/07/the-impact-of-covid-19-consumption.html

Yangyang. (2020). Effects of COVID-19 on hotel marketing and management: a perspective article.

APPENDIX

Questionnaire

1.Name

2.Age

- 10-15 Years Old
- 16-25 Years Old
- 26-40 Years old
- Above 40

3.Gender

- Male
- Female
- Others

4.Do you use online shopping platforms for the purpose of purchasing?

- Yes
- No

5.Which E-Commerce platform do you spend most time browsing?

- Amazon
- Myntra
- Ajio
- Snapdeal
- Flipkart
- Others

6.Has the news of Covid 19 affected your shopping behaviour?

- Yes
- No
- Maybe

7.What do you prefer?

- Online shopping
- Offline shopping
- Searching for a product online and then buying it offline

8.Have you bought products from social media during Covid 19? If yes, which social network you choose?

- Instagram
- Facebook
- Whatsapp
- Pinterest
- YouTube
- Twitter
- Any other
- No, I haven't

9.Have you increased your time limit searching products on an online platform?

- Yes
- No
- Maybe

10. Have you bought something online for the first time because of Covid 19?

- Yes
- No

11. What have you bought the most in Covid 19 using online platforms?

- Food
- Clothes and shoes
- Medicines
- Electronics
- Furniture
- Makeup products
- Others

lxxii

12. When did you make your last online purchase?

- A day before
- A week before
- A month before
- More than a month

13. Which mode of payment do you prefer for paying on online shopping sites during pandemic?

- UPI
- Debit/Credit Card
- Digital Wallets
- Pay pal/Amazon Pay/ Phone Pe/ Apple Pay
- Cash
- Others

14. If you used UPI or started using UPI payment methods, Which UPI transfer application you used?

- Google Pay
- Paytm UPI
- Phone Pe
- MobiKwik
- Amazon Pay
- Lazy Pay
- Apple Pay
- Others
- Never tried UPI payment method

15. Covid 19 has affected your buying habits?

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

16. Has Covid 19 restricted yourself to buy only basic commodities?

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

17. Do you think online shopping is better than offline shopping?

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

18. Do you think online shopping saves more money than offline shopping? *

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

19. Rate your online shopping experience during pandemic

- Extremely Unsatisfied
- Unsatisfied
- Okay
- Good
- Excellent

20. Which e-commerce platform did you feel had adopted the appropriate Covid 19 measures?

- Amazon
- Flipkart
- Myntra

lxxiv

- Snapdeal
- Nyka
- Pepperfry
- Others

21. During pandemic, which online retailer did you prefer?

- Giant E-commerce websites such as Amazon
- Online website of a nearby store
- A small-scale business
- Others

22. Which Brand/Store do you feel the need to have an online shopping platform during Covid 19? For example: Alfa shopping store. Write 'No' if you didn't feel any need.