

Effects of Religious Factors between Consumer Empowerment and Social Interactions - A Review

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ABSTRACT

This essay explores how Brand Promotion Management has changed in the wake of the COVID-19 outbreak. The Covid attack has had a significant impact on the world markets. People now prioritise having a wise and healthy lifestyle because of the pandemic's increased health consciousness. They are using the Brands' confidence. Marketers found it more challenging to draw customers and establish a strong brand image in their target audience's minds as a result of the intense competition that existed during the pandemic. They have made a platform choice that will allow them to expand their network of potential brand ambassadors. It is more crucial to bring in new clients than to keep old ones, and whether or not a client finds a company's services and goods comfortable depends on their level of trust with them. Marketing professionals have altered their promotional strategies and tactics as a result of a better understanding of the customer's mindset. They now use a variety of techniques to increase brand awareness among the general public, including point-of-sale promotions, social media campaigns, organising content, customer referral incentive programmes, promotional gifts, and many others. With an emphasis on customer appealing approaches and customer satisfaction levels, the current study concentrates on the numerous brand promotion efforts to maintain in the competitive market following the pandemic.

Keywords: interaction, social, empowerment, consumers

I. INTRODUCTION

For a while, the mention of Covid -19 caused trembling throughout the world as individuals developed a phobia of their characteristic. To live a healthy life and protect themselves from the pandemic, people took numerous health precautions, but they also experienced many sad situations by losing loved ones. People's perceptions of the market shifted as a result of increased public awareness caused by the pandemic scenario. To survive and create their brand's presence in people's minds during the epidemic, numerous new marketers entered the market in many fields. As a result, the circumstance made marketers feel like they were in a hot seat, and the pandemic made it difficult for them to handle tasks like market presence, the emergence of competitors, and keeping and acquiring new clients.

The hardest difficulty for marketers to hold customers was to establish trust in their products and continue to exist in people's minds. At that time, marketing strategies and tactics also underwent a transformation. New strategies and tactics were bought and executed, with a focus on customers' ideas and issues. The marketing then started looking for platforms with the most users, and they ended up selecting online, social media, and other entrainment channels. Then they started competing on that platform using a variety of tools, including new advertising techniques, running special deals and promotions, and many new inventions. The marketer who tailored their business to pandemic situations had already been developed.

Marketers who fail to introduce improvements and improperly implement those adjustments have led to losses for their companies and the closure of some. After the pandemic, individuals exhaled deeply, thought back on their experiences, and then resumed their daily lives. However, because people's attitudes do not radically change, the market changes that the epidemic caused are still evident. Customers' awareness of the goods and services they obtain increased from the pre-pandemic to the post-pandemic period. They are using a range of strategies to attract clients through brand marketing, which is also necessary for their firm to become profitable.

II. REVIEW OF THE LITERATURE

Numerous changes in people's life as a result of the pandemic crisis made it more challenging for marketers to carry out sales and promotion efforts. The marketer was forced to decide between adhering to pre-pandemic strategies and approaches and keeping up with those that arose during the pandemic. People are progressively resuming their usual lifestyles, which is the cause of this, but the situation is complicated by the Covid - 19's alterations. Even after the pandemic, some of the changes it caused are still in force. The U.S. National Institutes of Health's National Library of Medicine (NIH/NLM) published their research output in "Pub Med Central," a free full-text archive of biomedical and life sciences journal literature, as part of its "Harvard Business Reviewed" article about the major ten marketing changes following the pandemic. The authors of "Impact of COVID19 on Changing Consumer Behaviour: Lessons from an Emerging Economy," Debadyuti Das, Ashutosh Sarjar, and Arindam Debroy, along with many other researchers, helped identify the customers' ideological shift, and based on that shift, marketers were able to identify their target audience and meet their needs. Marketers started creating promotional strategies for their goods and services by taking the customer's thinking into account. To succeed, they also put a strong emphasis on brand promotion.

III. OBJECTIVES

- To evaluate the pandemic's effects on the advertising sector.
- Understanding pandemic consumer behaviour and how it affects brand advertising

IV. METHODOLOGY

The impact of the pandemic on brand promotion management is the subject of the current research paper's conceptual analysis. Consequently, the researcher used a qualitative research approach. As a qualitative technique is not experimental in nature, there are no independent or dependent variables included in a qualitative investigation, according to Ader et al. (2008). According to (Saunders, M., et al. 2003), it is crucial to study earlier studies that have been conducted on the same topic when conducting conceptual research. An elastic process where modifications can be made and included into the research is possible with a qualitative approach. The current study does use a strictly qualitative approach because it examines the relationship between an independent variable (Brand promotion management) and a dependent variable (pandemic).

V. DISCUSSIONS

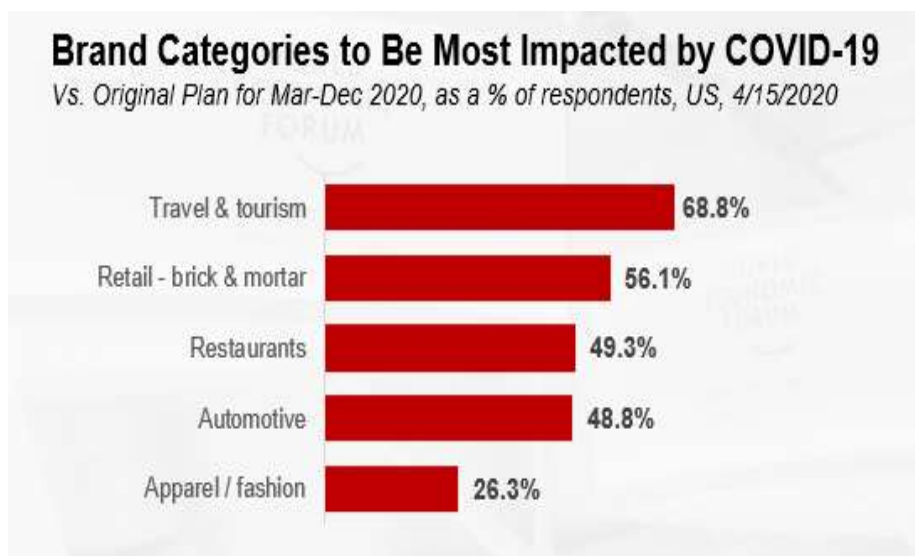
Consumer Behaviour Changed during the Indian Pandemic

Due to changes in consumer behaviour, advertising spending has changed. Money should not be spent by advertisers on media with no viewers. Out-of-home, movie, and print advertising all experienced rapid declines as restrictive policies spread throughout the world.

Media usage at home has increased in the meantime. Although more people are watching TV, digital consumption has grown even more as a result of widespread usage of social media platforms, streaming services, and gaming.

In response, advertisers have emphasised digital advertising by emulating consumers. The internet environment is conducive to "direct response" marketing, which push customers to buy things right away. This makes it a tempting option for businesses trying to increase sales while being frugal with their investment. Both Google and Facebook announced first-quarter revenue that was greater than anticipated.

As a result of Covid-19, certain obvious changes in consumer behaviour have taken place. There is still a long way to go until things get back to normal in India, despite the fact that most states have reopened their markets and businesses. The following changes in consumer perception and buying habits are significant:



One of the most often purchased goods is food, followed by health/hygiene products like masks, protective equipment, sanitizers, and groceries.

Discretionary spending is being cut, and long-term investment is being delayed.

On the shopping priority list, apparel, entertainment, personal care services, travel, and tourism have fallen behind. Digital payments, omnichannel delivery, contactless services, online education, and online delivery are all expanding and will continue to do so.

Public transportation choices are scarce and prone to disease, hence the two-wheeler and four-wheeler segments of the vehicle industry are anticipated to expand.

VI. BRAND PROMOTION DURING PANDEMIC SITUATION

Increasing Brand Recognition

A brand must first increase brand awareness in order for the general public to become familiar with it. There are many ways to build brand recognition, one of them is by engaging in promotional activities. Most people agree that promotional events are the best approach for a brand to raise brand recognition.

Recurring Business

Repeat business is when a customer buys a particular brand or product repeatedly. Therefore, brand advertising not only convinces consumers but also turns them into devoted ones. To encourage customers to repurchase the goods, one strategy is to provide them coupons or discounts.

Providing Details on the Items of the Brand

You never know who you'll run into. It is necessary to make an introduction so that both you and the person you will be meeting may get to know one another. Promotional activities act as the media by which the brand and product are 'introduced' to the public. Promotion of a brand also lets potential buyers know what new products it will release next, etc.

Boosting Sales

It goes without saying that any for-profit organization's main objective is to maximise its earnings. The public can become more aware of the brand through promotional activities, increasing the likelihood that they'll buy the product shortly.

To Successfully Compete

Marketing initiatives help the business to effectively compete. Without effective promotion, it is challenging to stand out in today's market. In other words, by creating and putting into practise effective market promotion methods, marketers may effectively combat rivals, stop them from entering the market, or drive them out.

VII. PANDEMIC'S EFFECT ON THE ADVERTISING INDUSTRY

The COVID-19 pandemic-driven lockdown, according to a research recently released by GroupM India, a marketing services behemoth, severely hurt the Indian advertising business last year as spending on advertising plunged 21.5 percent. India fell one spot in the worldwide ad market last year, moving from ninth in 2019 to 10 in 2020.

Last year, there were large losses in cinema, outdoor, audio, and print, with drops of 83%, 73%, 49%, and 43%, respectively.

The decline in television was 14 percent, whereas the decline in digital was only two percent. Although 2020 was a challenging year, in the third quarter of the previous year, the ad market started to recover month by month.

It is clear that almost all brand categories are being impacted by COVID-19, with travel and tourism suffering the greatest impact (68.8 percent) and retail (brick and mortar) coming in second (56.1%), followed by restaurants (49.3%), the automotive industry (48.8%), and apparel/fashion (26.3%), in that order.

The epidemic will probably have a long-term impact on the advertising sector. Companies are important initiatives carried out by the marketers during the pandemic:

The epidemic will probably have a long-term impact on the advertising sector. Businesses are currently concentrating on their survival, but they will eventually need to discover new strategies to develop their brands. People's media and consumption preferences will alter, necessitating a reevaluation of the optimal approach. Companies will learn that there has never been a better time to sell concepts that entail real transformation, claims Brian Wieser. People will be more accepting, and companies will discover ways to quicken change. For business decision-makers, this will be substantially less expensive than it was a few months ago.

The devaluation of pay television in favour of ad-supported streaming video services is the second change.

Putting an Emphasis on Current Clients

As a result of the pandemic's arrival, the market is in a precarious position, making it imperative to prioritise existing customers before concentrating on attracting new ones. Loyal customers buy more goods and services than other types of customers, and it is crucial to concentrate on existing clients because they have driven many businesses into losses and forced them to endure extremely challenging times, forcing them to first sustain and secure their market position.

Increasing Communication Effectiveness

As consumers' preferences and plans change, your previous communication strategy may no longer be effective. To bridge the gap between customers and marketers, it is necessary to repair the communication gap and improve communication strategy in order to build customer trust in their brand loyalty and goodwill. It is most important to repair the communication gap because it caused major communication in direct interaction with customers.

Open-ended questions should be included in the survey as they may reveal crucial information to the marketer about customers, allowing the marketer to use the feedback to reconsider their communication strategy and better serve their customers. Marketers must also take steps to improve customer interaction, redesigning advertisements, email messages, video clips, and podcast episodes to better understand their customers.

VIII. ONLINE ADVERTISING

Because the Covid - 19 outbreak taught us how much can be done online, now is the time to increase internet presence because online learning platforms saw an increase in profit during the pandemic because they were already ahead of the game. Regardless of industry, a company or even an individual can start a business by implementing new ideas as a new entrepreneur. People turned to the internet for entertainment, shopping, and learning as a result of the pandemic. Because the transition from offline to online is a significant opportunity that businesses should not pass up. Despite the fact that businesses must continue to operate their retail stores following the outbreak, they must maintain an online presence and create a platform for the outbreak. This will help a marketer distinguish itself from competitors and attract the attention of a potential customer. Because of the large number of people who are present on the online platform for various reasons. As a result, it is the location where we can gain the most new customers. The online platform is full of opportunities, and it is a platform full of new ideas to expose, which leads to the advancement of their business. Because the more services marketers can introduce online, the more directly they can connect with customers and employees, which is critical for marketers to remain agile and function effectively.

IX. SOCIAL MEDIA ADVERTISING

People are spending more time on social media, so businesses should invest more in social media advertising. Pay-per-click (PPC) ads have seen an increase in return on investment (Berger, 2020), and they are a more effective way to let people know that your business is doing well and that it is a crucial part of the new normal scenario. Facebook ads are particularly affordable for local businesses and can help businesses demonstrate some improvement.

Because of Facebook's targeting capabilities, the company can serve its customers based on gender, lifestyle, interests, relationship status, career, and the list goes on. Because businesses do not have a large advertising budget to play with, the covid 19 outbreak has decreased the CPM (cost per thousand impressions) on advertisements (Reid, 2020).

The return on investment for pay-per-click advertising has increased, so marketers should spend more money on social media ads because, according to Covid -19, people are spending more time on social media. Social media ads are a more effective way of letting people know that your company is doing well and that it is an important part of the "new normal" scenario. Local businesses can benefit from social media ads because they are relatively cheap and can help them demonstrate their expertise.

When compared to other promotional activities, social media has a very low advertising budget for social media ads; therefore, it is the perfect location for spending time on social media promotional activities in order to increase sales. Social media advertisements will divert and attract people to their products and services; these ads will draw attention to their products and services; and these ads will serve consumers based on their gender, lifestyle, age, interests, career, and area of residence.

9.1 Exclusive Discounts and Offers

Marketers can advertise their products and services both online and offline. They primarily do so through advertisements, social media, and email marketing. However, when it comes to offline promotion, they do so in a variety of ways, including the distribution of pamphlets, advertisements in newspapers, wall posters, and advertorials.

To attract customers, offers and discounts are an evergreen marketing strategy. Because of the offers and discounts provided by marts, the public is increasingly interested in purchasing household essentials and skin care products at marts rather than in shops. Membership offers can then be made for people who spend a lot of time, and there are many other ways to attract people, such as drawings, coupons for cash, and trips, among others.

Spending Few Platforms for Advertising

Marketers spend the majority of their promotional dollars on Google Chrome, YouTube, Facebook, Instagram, Twitter, and other platforms with a large number of users. People these days are more entertained by Netflix, Amazon Prime, aha, and other TV channels.

X. CONCLUSION

This paper concludes that marketers should always be ready with creative ideas because any situation can happen at any time. To face them and give tough competition even during the most difficult time period, they must be prepared with their weapons on the market's targeted audience. The marketer must adapt to the circumstances and make changes based on the customer's mindset.

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