

Impact of covid-19 on brand marketing in India – Summing its challenges and best practices to overcome it.

**Dr. E. Sunil Kumar, Assoc. Professor, Global College of Engineering and Technology.
Kadapa, Cell: 8008252511, E-mail: e.sunil@ymail.com**

**Smt. A. Nagaveni, Asst. Prof, , Global College of Engineering and Technology. Kadapa,
Cell: 9052565827, E-mail: mba.glbc@gmail.com**

Abstract:

The aim of this research is to determine the impact of Covid-19 on the brand marketing in India and to summarizing its confront and its do's and don'ts. Corona virus is one of the destructive known virus has already taken the lives of many and also it resulted its impact on marketing. This means that the country's fiscal growth has lowered down. It has almost upset all kinds of business including the e-commerce business on a huge scale. Major retailers have temporarily shuttered their stores. We studied the possible affects that the corona virus, "COVID-19", will have on the brand marketing and then we propose feasible ways that brand marketing could profit off a market affected by a global viral outbreak. A survey has been conducted for this research and digital primary research has been carried out by Google forms to get a better outcome. The results illustrated that as the maximum of the branded merchandise sales were completely negative and the maximum of the branded industries are lockdown which means that there is EXIM of the product.

Key words: Corona virus, Brand marketing, Merchandise.

1. Introduction:

A world pandemic threat COVID-19 relief is pivotal to the human life and for reducing distortion of livelihood; there are approximately 3.4 million reported cases of Covid-19 around the world with approximately 2,40,000 reported deaths. The present scenario of COVID-19 in India has equally better than other already affected countries; it's due to the precautionary measures. However, India hasn't escape from the pandemic, where it also comes into danger position to livelihood and also various sectors. In addition to this, every country follows the lockdown procedures as a means of preventing measures; it implies the various sectors are immersed due to this pandemic. The increasing menaces of pandemic had a negative impact on various marketing sectors and restrain the small and large scale's economy as a whole. Customers may never know how a product, price, place, promotion respond to a major shocking and stunning situation which was caused by the pandemic virus, but marketing department place center to move into negativity in every promotional and situational avenue. At the moment of situation, it is very tough for marketers to notice where to begin. In just months, consumers have sheltered into protection mode, focused on themselves, their families, their employees, their customers, and their communities. The government of India announced keep social distancing, by this many people are kept at home, hence notice various behavioral trends. From the few months people are stick to broadcast and other networks for reliable information. Now I would fence that one of most valid thing brands can do right now is spotlight on two qualities (i.e.) helpfulness and empathy. We affirm that affective brand marketing is based on facts, not opinions.

Many brands are kept in very problematic situation this is due to Covid – 19 pandemic. Many companies with good number of customers are kept under lockdown and facing ambiguous revenue circumstances, locking affectively with consumers demand new path. This pandemic situation had become very diplomatic to the marketers to market their brand themselves.

In this pandemic situation keeps developing on a day-to-day basis, brands are training themselves to adapt a new strategies to this new normal. Due to lockdown businesses across the world have been affected. In India too, all the shopping malls, retail outlets, and shops are forced to remain closed, due to this marketers are severely hit. Over all world many businesses are facing scarcity of the goods which are unable to satisfy the demand of the customers over there. By the scarcity this may leads to increase the prices of the products in the upcoming days.

2. Literature Review:

As a key element of marketing, brand management plays a key role for many markets. All companies and marketers consequently spend ample of time for developing sound brand strategies. Brand is a substantial asset that determine its identity in among and eccentric, it will insists consumers for various merchandise and creates a healthy relations among consumers, it has several benefits for manufactures, marketers, customers and society. In view of consumers, brand is a symbol, quality assurance and explores awareness about merchandise. It provides customer loyalty, based on that it increases sales volume and good economies of scale. To survive in this competitive world, marketers should need to build a strong brand and attains a competitive advantage.

Ramping the brand marketing image is identical for those who mainly target on interim outcomes during the time revealing the covert product quality can be used as a distant future strategy.

2.1. Brand Marketing at pandemic situation:

The Pandemic Covid-19 has laid many brands in a very crucial situation. In current situation it had became very critical for marketers to look beyond and attain a long-run view of the sketch before interrupting their digital marketing efforts.

By reviewing various research series, we can interpret brands to understand how do they suffer with the present situation and their branding strategies towards sailing these difficult times.

In this lockdown period internet source became a part of our daily lives; digital marketing has proved to be obligatory for brands.

However, when the situation is tough, the tough is situation and that is what a lot of organizations and brands have been trying to do. In order to create awareness regarding the present scenario to create positive advantageous through marketing communications, brands have been trusting not to fall affect with their consumer.

2.2. Creating brand marketing strategies during pandemic:

Mostly in this pandemic situation all brand marketing and advertising departments will be changing their strategies day to day in order to face the challenges. To navigate at present situation all marketers should think logically, creative and innovative brand marketing strategies and practices.

Brand marketing strategies handle with market variance because of this impact on all sectors of industry; facing increased competition given consumers' and social "new normal"; addressing sustainability; evaluating operational options and challenges presented by strategic planning in an environment of uncertainty; analyzing brand reputation issues; identifying potential new products and services needed to meet consumers' needs and

expectations; focusing on creative and strategic marketing campaigns and targeted advertising; and using social media affectively.

2.3 Post COVID -19 consumer behavior:

The behavior of consumer in India and across the world changed immediately over the course of crisis. The impact had imposed to all the categories of consumer goods. Categories such as automobile, retailers, shopping malls, cinema theaters, recreation clubs, famous saloons, were wiped out. The behavior of the consumer as changed to the particular COVID-19, where the customers have to take necessary precautions of this pandemic situation and act accordingly. Mostly many countries in all over the world focus on online business activities. The purchase behavior of the customers would be influenced due to the lockouts in the nations since there would be a lack of availability of products and services in the various outlets and stores. In this situation many of the groceries merchants have created their app to order 24X7. In this pandemic situation it is very important to notice third party supply chain has failed. The public are forced to switch to online shopping because of social distancing rule imparted by government, wearing masks, no public gathering, for basic needs like food, groceries and etc. To the extent of this public are habitual for online business activities they themselves changing their lifestyles and attitudes.

3. Challenges to brand marketers in the age of COVID-19:

The pandemic COVID-19 demand for brand marketers to be very tactful, interpret the situation carefully, and be compassionate to customers' condition. Brand marketers were not quit; they were cautious and vigilant in stimulating and implementing new strategies on branding the products. They were also looking after the changing the consumers' preferences and evaluating their marketing approach. Marketers should protect themselves and their staff, rethinking about their new strategies, keeps building their brands in this COVID-19 crisis for long run.

➤ 1. Inculcating to rapid changes that impact brand marketing maiden:

In order to protect the brand marketers from overall the globe, several teams are initiated new strategies and plans affectively.

Be flexible and be alert – Marketers should not be casual and normal, be active to the rapid changes have been taken in the market; take time to analyze the changes took place by the COIVD-19 in the market to renovation the new thoughts and budgetary issues.

Fix your path and communicate - Demand and supply chain is also main challenge for the marketers, though their huge demand of the product there is a out-of-stock items because of issues at international supply. It is necessary to re organize the campaigns messaging up to date, be aware of bandwidth issues that might arise from new creative and copy requests and plan accordingly.

➤ 2. Trace out affected marketing areas for online solutions :

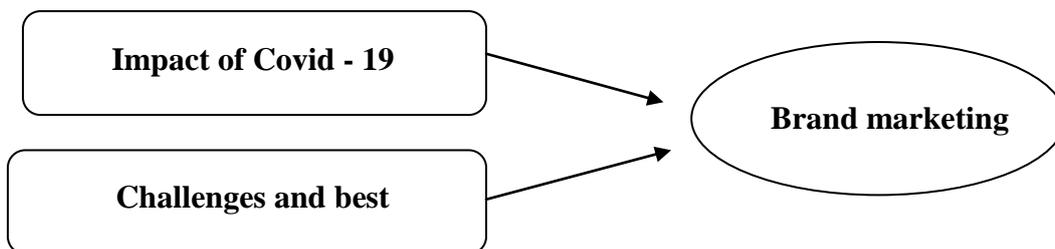
Keeping social distancing and self quarantine all retail outlets, movie theaters, shopping malls, restaurants, roadways, airways are completely lockdown, due to this their economically degraded, but social networks should well-structured to cope up with core business.

Create long-term offers and screw your targeting – Marketers are insisting to focus much on long term offers for pre booking through online to attract the customers. Many retail outlets like amazon, flipkart, spencers, more, vishal mart, reliance, tata cliq, ola etc., are experienced with digital transactions.

Concentrate on customer needs and build empathy and affinity - Many of the customers are down and stressed due to lockdown. Think how you can reach out and help your customer in delivering the products and recognizing the brand. Now it is time to show empathy and affinity towards the customers and create an opportunity to promote your brands and products.

Primitively strategic changes and consider solutions – Make an aware about your brand strategies towards the customers and keep on going to trace out the issues.

Conceptual Framework:



Need for study: Researchers have called for research to understand the potential impact of COVID – 19 towards the brand marketing. For the success of every business behind there is a successful marketing strategy. At present situation many business are combating them to survive, and brand marketing will be an essential part of their survival. Now it is important to decide how to reciprocate to this pandemic situation, how to make the right brand marketing, what make us to recognize particular brand, budget issues, how to help customers in the time of crisis.

Scope of study: The research intend on the impact of brand marketing with affect of COVID -19 across the country. This research is mainly focused on impact of brand marketing to trace out the issues, challenges, which it leads to best practices in India.

Sample Design: In this research a survey sampling method of questionnaire had been designed for collection of data an Impact of brand marketing. For constructing the survey questionnaire, the 7 point likert scale is used by the researcher. To collect the data Google forms of survey is used to support the research. Samples of 100 respondents are executed for survey.

Research Plan: The data collection process is carried out with the help of Google forms by the researchers. The SPSS software is used for analyzing the data gathered by the researcher.

Research Problem: The study is bounded to carry out trace out the impact of COVID-19 towards the brand marketing. This study has attempted to answer the following questions:

- Does the COVID-19 affect the image of brand marketing in India?
- What kinds of challenges were faced by the brand marketers by COVID-19 in India?

The researcher has designed the below hypothesis and articulated suitable test to test the validation of the hypothesis and to meet the research objective.

H1: Impact of COVID-19 on brand marketing in India.

H2: Does brand marketing is facing a negative effect of COVID-19 in India.

5. Data Facts and Findings:

The primary objective of the research is to study the impact of COVID-19 on brand marketing in India and to measure the negative impact on brand marketing particularly in India. To test the internal consistency of the data for individual construct Cronbach – α coefficient is analyzed, Kaiers-Meyer-Olkin measure of sampling adequacy test was articulated to study the underlying important factors that cause the maximum variation. To test the validity of the hypothesis suitable statistical tools like factor analysis, chi-square, ANOVA, regression are used.

Reliability Statistics

| Reliability Statistics | | |
|------------------------|------------------|--------------|
| Variables | Cronbach's Alpha | No. of Items |
| COVID | 0.857 | 5 |
| Brand Marketing | 0.986 | 5 |

| Scale Statistics | | | |
|------------------|----------|----------------|--------------|
| Mean | Variance | Std. Deviation | No. of Items |
| 35.72 | 32.34 | 3.22 | 5 |

Cornbach’s alpha had been analyzed to check their reliability. The overall cronbach’s alpha value for all the items is 0.857 which is very high and indicates strong internal consistency among the given items.

| KMO and Bartlett's Test | | |
|---|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy | | .610 |
| Bartlett Test of Sphericity | Approx. Chi-Square | 314.215 |
| | Df | 51 |
| | Sig. | .001 |

The Kaiser-Meyer-Olkin value is 0.610 > 0.5 indicates multivariate normality among variables. Further the significance value is less than .005 the researcher can proceeds with factor analysis.

| Total Variance Explained | | | | | | | | | |
|--------------------------|----------------------|---------------|--------------|-------------------------------------|---------------|--------------|-----------------------------------|---------------|--------------|
| | Initial Eigen Values | | | Extraction sums of squared loadings | | | Rotation sums of squared loadings | | |
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 2.140 | 14.815 | 12.815 | 2.140 | 2.815 | 13.742 | 2.081 | 15.916 | 12.916 |
| 2 | 1.121 | 9.281 | 24.095 | 1.611 | 10.211 | 31.095 | 1.740 | 16.182 | 35.098 |
| 3 | 1.029 | 9.714 | 49.810 | 1.069 | 9.714 | 49.810 | 1.564 | 14.216 | 49.314 |

| | | | | | | | | | |
|---|-------|-------|--------|-------|-------|--------|-------|-------|--------|
| 4 | 1.013 | 9.298 | 59.108 | 1.023 | 9.298 | 59.108 | 1.077 | 9.794 | 59.108 |
| 5 | .730 | 8.094 | 67.203 | | | | | | |

Extraction Method: Principal Component Analysis.

Factor: The initial no. of factors is the same as the no. of variables used in the factors analysis. However not all 5 factors will be retained. In this example only the first 02 factors will be retained since their Eigen value is greater than 1.

Conclusion and Recommendations:

The data interprets that there is lot of impact of COVID - 19 on brand marketing in India. This affects the sales of the branded products in India, as well as buying behavior of the customers. It also undermines the EXIM of the branded products. There are always two sides of the coin, one is negative impact and other is positive impact. By this COVID – 19 the nation India has been facing negative impact it leads to no sales of the products. The damping of the business in India and across the world is seen due to pandemic issue. The challenges faced by the marketers in the market are brand issues, lowering of sales, changing the consumers buying behavior. This is insisting to all brand marketers at marketing plan at time of crisis through COVID -19. Now it’s time to reanalyze your marketing plan with COVID – 19. Here are some tips how to react at this pandemic situation with customers: brand marketers should understand the present situation don’t be panic, be relaxed, reorganize your existing content, as per situation, keep reconstruct your marketing campaigns, be positive mindset, but don’t be unresponsive, we must also alter marketing mix, survey our customers. Empathic marketing approach will come into existence, treat the customers with sympathy and humanistic, sanitization will play a massive role, construct local community, avoid generalization of content, to improve your business.

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