



COVID-19 IMPLICATIONS FOR MARKETING MANAGEMENT

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ABSTRACT

Covid-19 coronavirus has proved to be a globally prevalent disease that had its outbreak in 2019 and hit India in March 2020. It is a large number of viruses that cause illness such as cold and fever etc. A pandemic is the same as that of an epidemic of an infectious disease that has spread across a large region i.e multiple continents or worldwide affecting a large number of people. In human history, there have been a number of the pandemic of diseases such as smallpox, plague, etc. Recent pandemics are Tuberculosis, Russian flu, Spanish flu, Hong Kong flu, AIDS, and Covid-19. The present paper is an endeavor to discuss the implications of covid-19 on marketing management

KEYWORDS: Marketing, Covid-19, AIDS,Flu, People

INTRODUCTION

The coronavirus COVID-19 global pandemic has affected each and every sphere of life.Those may be the producers or the consumers,no one is left untouched.Advertising and all other promotional activities have to change their shape due to Covid's effect on the overall economy of every country.Brands are also more conscious about their marketing efforts in the time to come. Maintaining continuous income is a challenge these days for all production houses. In the current research paper I will discuss the implications of COVID -19 on marketing management.

OBJECTIVE OF THE STUDY

To discuss the implications of COVID -19 on marketing management.

AN OVERVIEW

During the days of COVID-19, government agencies took keen interest to safeguard the consumers from potential unfair practices of different producers. Government agencies issued warning letters to monitor the false marketing practices. It was mandatory that even the essential



commodities should not be charged at higher prices. So regulatory authorities try to check not only the price but language of the marketing campaign is also at its target so that consumers are not falsely fascinated by the described attributes of the products. Brands are also given the notices to comply with the existing and new regulations of marketing. On the other hand it is a big challenge for every business to survive during the period of COVID-19.

IMPACT OF COVID-19 ON MARKETING MANAGEMENT

All the countries have deployed necessary quarantines and social distancing practices to stop the further expansion of the pandemic. In spite of all the efforts, the pandemic had a large spread and there was a tremendous loss of life all over the world. Simultaneously COVID affected the industrial sector to a great extent.

Business houses face lot of challenges during these tough days. It was hard for them to decide whether to develop new product or not. Fixation of prices was another challenge when the industries were totally shaken. How to adjust with consumers whose spending capacity has changed. To have an access of customers during COVID time is very hard.

Many companies realized that they can save huge amount if they do not go for marketing of the products. As during covid times consumers were placing orders by online mode and were more prone to see the products in online way. So social media and online streaming played a great role these days.

Even the reputed brands face the problem to understand an business strategy to attract the buyers. It was difficult for them to have proper communication with the ultimate consumers so as to attract them to spend for branded products. With the change of mind set and spending habits of public at large, dealing with them had become tough for the companies. Brand sellers were to wait till the time when covid fear is over in the minds of buyers. Only then the brands could think of to recreate the trust for their new and existing products.

As a result of the new situation due to the covid-19, all brands tried to follow the marketing so as to reflect the growth in online buying. No one was willing to go out for shopping and companies had to follow the strategies accordingly. Marketing was framed for virtual shopping so as to optimize the selling practices to better reflect the hike in electronic buying. It was too much confronting for the brands to promote the product in uncertain environment due to covid spread at large.

Covid-19 has manifold affects on marketing of products and services. It has become hard for the sellers to convince the buyers in this difficult era. Answer to this problem lies in the change



experience of the companies demand level, whether high or low or stable during and after lockdown periods. Every organization will have to prepare itself for uncertain future by motivating consumers and by responding to their queries.

On the other hand pandemic caused so much of economic and social disturbance as well as inequality in general public. As regards social system, major part of it has fallen into poverty segment with so much of diminishing income levels. Each and every business has been hit due to the impact of Corona. The stability of income is under doubt and people are too much frustrated. To meet the necessities of life is a challenge in the present time. With a dramatic loss of human life all over the world in 2020, public is not in a position to forget its cruelty attack on humanity.

Many enterprises have lockout and many others are on the verge of closure. In turn millions of workers either have lost their jobs and others are at a risk to lose their livelihood sooner or later. By losing their means of earnings which started during the initial period of lockdowns, how they could think of feeding their family members which in turn led to either no food or with unhealthy, innutritious intake.

With too much unstable income levels, many workers were also compelled to work in unsafe working conditions, in turn, were more prone to accidents. Some of them started working at a lower rate of wage because everyone could not get the job. This in turn led to social exploitation of the workforce. One more outcome of covid -19 is the start of child labor. Migrant workers were forced to send their children to workplaces or as domestic helpers so as to meet their day-to-day needs.

Not only the socio-economic sector but the general public's mental health has also been affected due to the covid-19 pandemic and its resultant economic recession enhanced the pain of those who were already suffering from one or the other physical and mental disorders. As per one study on the pandemic, four out of every ten adults in the U.S reported symptoms of depression, high blood pressure, sleeplessness, difficulty in eating, more alcohol consumption, more worry, and less appetite etc.

After-effects of covid -19 are so much drastic that it is difficult for society to revive on their own. The government authorities must come forward to help the priority sector, agro-food sector, small and medium enterprises as well as people under the poverty line so as to extend social and economic protection to them.



CONCLUSION

When any type of pandemic occurs, then companies should not use their skill and sensitivity for just to increase their volume of sales. Rather they must admit the existence of such crisis and must try to be more truthful and sensible to the facts. This can be very well achieved by the promoters when they undertake their projects of promotions in positive spirit such as with substantial grounds that fake information will not be supplied to the general public and brands ensure clarity and accuracy in marketing campaigns.

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