**Effectiveness of Digital Marketing behind New Product Launch at Post Covid-19 Period**

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# Chapter 1: Introduction

## Introduction

This current chapter creates the foundation of the entire study related to the efficiency of digital marketing behind new product launching in the post-pandemic era. The main objective of this present chapter is to determine the aim as well as objectives of this study. Background scanning and identification of the problem area in the context of the subject area have helped the author in determining research objectives. The research questions set in the present chapter have guided the author throughout the study as the author has searched for the answers to these research questions during the entire period of research. This chapter is crucial as it sets the background scenario as well as finds out the significance of the entire study.

## Background of the Study

Rapid technological development in the present day has created a significant impact on the promotional strategies of businesses. In this context, most organisations are focusing on digital marketing for product launching as well as promotion. In digital marketing products as well as services are promoted by businesses using digital technologies, such as the internet, online media, mobile, computer, and websites. As opined by Jaafar and Khan (2022), the application of digital marketing has enabled marketers to reach millions of potential customers. Therefore, many companies are applying digital marketing strategies in versatile ways. A well-structured and implemented product launching plan significantly increases the effectiveness of new products, according to studies related to product innovation management. This statement is supported by Oliveira *et al.* (2021) that in new product launching strategies, communication plan plays a crucial role. About this, in the context of applying digital marketing strategies, marketers for product launches set their targeted market through online channels and launch a campaign of products depending on the characteristics of the targeted market.

After the emergence of the pandemic, the application of digital marketing has increased extensively. As pointed out by Subrahmanian and Mohammed (2021), increased use of social media platforms during the lockdown period has resulted in the growth of digital marketing strategies. However, there is no specified formula for implementing digital marketing tactics that bring success in product launches. There is a risk in using digital marketing channels as it may interfere with other channels of product launching. The onset of the pandemic has represented the unpreparedness of many firms, specifically small firms to incorporate digital technologies. However, with the passage of time, firms have focused on improvement in the aspect of the implementation of digital technologies with the passage of time. In this context, this study evaluates the effectiveness of digital marketing in launching new products in this post-pandemic age.

## Problem Statement

The main objective of marketers is to reach a maximum number of potential customers. According to Shankar *et al.* (2022), the application of digital marketing components, such as social media marketing, including Facebook and Instagram has paved the way for marketers for displaying their product features to potential customers, even across borders. Before launching new products, marketers conduct extensive market research to understand the targeted market as well as their demands. In relation to this, marketers face issues in reaching the targeted audience and informing them about new products. In this context, small organisations confront greater issues due to fewer resources and efficiency. Maintaining cost-effectiveness is an important factor for organisations. Financial vulnerabilities resulting from the pandemic are another issue that may impact product launching.

## 1.4 Research Aim

This current study aims to analyse the efficiency of digital marketing strategies and tools and how it facilitates the launching of new products, specifically in the post-pandemic phase.

## 1.5 Research Objectives

The objectives of this current research are as follows,

* To identify the significance of digital marketing for marketing of product or services in recent days;
* To detect the factors that influence a product launching campaign of a company in the present days;
* To assess the effectiveness of digital marketing during the VIVO V19 launch in India for attracting 18 to 35-year-old clients in the post-Covid-19 situation;
* To examine the difficulties that digital marketing executives of VIVO's faced when introducing the V19 in the Indian market during the post-pandemic period;
* To identify suitable solutions that would lessen the difficulties and achieve success in product launching and sales of the VIVO V19 with the help of digital marketing in the present context;

## 1.5 Research Questions

The research study's findings led to the questions listed below,

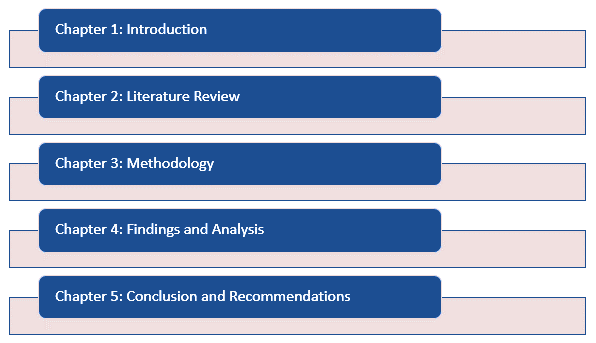
* What is the significance of digital marketing for marketing products or services in recent days?
* What kind of factors influence a product launching campaign of a company in the present day?
* How did digital marketing effectively work during the VIVO V19 launch in India for attracting 18 to 35-year-old clients in the post-Covid-19 situation?
* What kind of difficulties the digital marketing executives of VIVO faced when introducing the V19 in the Indian market during the post-pandemic period?
* What kind of strategies can VIVO adopt to mitigate those difficulties?

## 1.6 Rationale of the Study

The marketing strategy of any company would be incomplete without communications. Digital media and gadgets are being used more frequently for these crucial interactions between organisations and customers. As mentioned by Jaafar and Khan (2022), the development of a wide range of digital marketing strategies due to the internet has drastically altered the company landscape. The necessity for sales representatives to prioritise their goals and choose which digital marketing strategies to engage in has arisen as a result of these different strategic alternatives. There were numerous forecasts made during the industry's economic adolescence that its development would limit the alternatives available to businesses for their marketing efforts, thereby eliminating various business models in the era of post covid-19 situation. Oliveira *et al*. (2021) noted that Contrary to those pessimistic expectations, it does not seem like the emergence of a multitude of new digital advertising techniques has narrowed the range of competitive strategy options to a single low-cost choice. To accomplish a variety of digital communication goals, organisations and consumers can create, share, and assess a variety of sorts and styles of content using a variety of digital media and devices. Focusing on this, the current study is going to analyse the effectiveness of digital communicants behind the new product launch mainly after the pandemic scenario. As opined by Subrahmanian and Mohammed (2021), instead of being a tool for promotion, the internet is a platform for conversation. It serves as a platform for the conduct of business and the application of particular marketing strategies after the pandemic situation. The method used to carry out a decided strategy is referred to as a tactic.

Examining online digital media advertising's value as a tactical instrument for long-lasting brand equity after the pandemic situation is the goal of the study that needs to be done. The current study will also be effective to examine the effects of several online media channels including several social media platforms, email marketing, mobile marketing, search engine optimisations and many more for businesses' websites. Regarding this, the current study is going to analyse the post-pandemic situation. In the pre-covid-19 situation, traditional media was thought to be a highly vital kind of communication between customers and organisations. As opined by Jaafar and Khan (2022), after the pandemic situation digital media has experienced significant growth and has emerged as a crucial form of advertising and marketing for the sustainability of brands. Using the mechanisms of digital media channels, digital marketers can contact and communicate with customers efficiently and affordably. As stated by Shankar *et al*. (2022), owing to the growth and acceptance of this online media, marketers have been using technological transformation to reach consumers with informational and marketing campaigns for the past ten years, and it is now fairly simple to create enduring brand equity with digital media marketing. Focusing on this, the current study is going to analyse different types of digital media platforms which help a company in terms of product launch. The study being conducted is to investigate the value and efficiency of online digital media marketing for establishing brand sustainability.

## 1.7 Research Structure



**Figure 1.9: Research Structure**

(Source: Author)

As a result of describing the study objectives, this chapter creates the framework for the entire investigation. This chapter also includes discussions of research hypotheses, research variables, and research justification. The study objectives will be thoroughly explored in the second chapter, which will also include a methodical research process. The conceptual framework will also be covered in the second chapter along with the useful theories that are relevant to the research issues. The second chapter is going to analyse each study variable. The third chapter of the current study is going to cover the methodological approach taken for the current investigation. Once more, the fourth chapter will analyse each analysis result, and the last chapter will have a conclusion as well as suggestions. In the final chapter, the researcher will find the overall conclusion and some practical advice.

# Chapter 2: Literature Review

## 2.1 Introduction

Several companies are finding it difficult to withstand the current economic depression as a result of the Covid-19 outbreak. In this setting, digital marketing has become an essential tool for companies looking to connect with clients and introduce new items. In particular, the post-Covid-19 period has seen a rise in the importance of social media use, influencer marketing, search engine optimisation (SEO), online advertising, customer relationship management (CRM), and mobile marketing (Saura, 2021). This literature study explores several theoretical frameworks and tactics that may be applied to improve the success of such launches as it evaluates the efficiency of digital marketing in new product launches. It also identifies future study directions and discusses the benefits and difficulties related to digital marketing in this environment.

## 2.2 Digital Marketing in Post Covid-19 Era

Businesses around the world are facing hitherto unheard-of difficulties as a result of the Covid-19 outbreak, including travel restrictions, disrupted supply chains, and changes in consumer behaviour. Businesses have increasingly used digital marketing techniques to reach customers and introduce new items in response to these difficulties. As per Desai and Vidyapeeth (2019), digital marketing has grown in significance in the post-Covid-19 era because it enables businesses to communicate with clients virtually, reducing the risk of transmission. Social media has become a particularly useful tool for businesses, giving them a platform to interact with customers, increase brand recognition, and introduce new items. According to Alshaketheep *et al.* (2020), businesses increasingly rely on influencer marketing in addition to social media to market their products. Influencer marketing entails collaborating with online influencers that have sizable fan bases to market things to their audiences. As individuals spend more time online and are more likely to believe recommendations from influencers than traditional advertising approaches, this strategy has become increasingly effective in the post-Covid-19 era. SEO, internet advertising, CRM, and mobile marketing are other digital marketing tactics that have grown in significance. As per Giantari *et al*. (2022), these techniques let companies target clients more precisely and gauge the effectiveness of their marketing initiatives. In general, firms must use digital marketing as a key instrument to navigate the post-Covid-19 future. Even in the face of major obstacles, businesses may communicate with customers, increase brand awareness, and introduce new items by utilising a variety of digital marketing tactics.

## 2.3 Importance of Digital Marketing

Since more individuals are spending time online and businesses are trying to contact their clients through digital means, digital marketing has grown in importance. Digital marketing has grown increasingly more important in the post-Covid-19 era as consumers spend more time at home and are more inclined to interact with firms online.

In the views of Blank (2020), the ability to reach a broader audience than with traditional marketing strategies is one of the main benefits of digital marketing. Businesses may target clients based on their interests, demographics, and behaviours through social media, online advertising, and other digital channels, making it simpler to reach the right people at the right time. Digital marketing also provides businesses with valuable data and insights about their customers. Research by Cho and Janda (2021), shows that businesses can watch website traffic, social media interaction, and other metrics using analytics tools, allowing them to assess the success of their marketing initiatives and modify their plans as necessary. Digital marketing also offers the benefit of enabling long-term consumer interactions for firms. Businesses can interact with customers often by sending them relevant content and offers that keep them interested and devoted using email marketing, CRM systems, and other technologies (Rawat, Sunarya and Devana, 2022).

## 2.4 Factors for launching new products in Post Covid-19 situation

The Covid-19 pandemic has disrupted business operations worldwide, forcing companies to rethink their product launch strategies. Here are some factors to consider when launching new products in the post-Covid-19 era:

Understanding Shifting Consumer Behaviours: As a result of the epidemic, many people have adopted new habits and preferences, which have significantly altered consumer behaviour. Companies must therefore be aware of these developments in order to modify their products and marketing plans accordingly. To address the rising demand for online shopping, businesses could need to concentrate on offering products that support health and well-being or provide options for home delivery (Olson, 2021).

Embracing Digital Marketing: As per Purba *et al*. (2021), with social distance measures in place, it is now essential for firms to use digital marketing to connect with their clients. To launch their products, businesses must use digital channels including social media, influencer marketing, SEO, online advertising, and mobile marketing. Moreover, digital marketing enables businesses to target particular demographics and assess the success of their advertising campaigns.

Resilient Supply Chains: Due to the pandemic's exposure to supply chain vulnerabilities globally, businesses must take precautions to make sure their supply chains are resilient. To prevent production delays or shortages, businesses should have backup plans in place to handle disruptions and find alternative suppliers (Saura, 2021).

Prioritising Safety and Hygiene: As Covid-19 is still a problem, businesses must make safety and hygiene a priority in both their product design and marketing plans. Face masks, hand sanitisers, and touchless devices are a few examples of products that are anticipated to be in great demand since they promote health and wellness. To reassure customers, businesses should be transparent about their safety precautions.

Using Collaborations and Partnerships: Partnerships and collaborations can aid businesses in the effective launch of new goods in the post-Covid-19 age. Creating alliances with other companies or influencers can expand a company's market and increase its reputation. Access to new technology or distribution methods can also be made available through collaborations.

After careful consideration of shifting consumer behaviour, digital marketing tactics, supply chain resilience, cost and risk, safety and hygiene, and partnerships and collaborations, it can be concluded that the launch of new products in the post-Covid-19 era requires careful consideration of all of these factors (Raji and Buolamwini, 2019). Companies can successfully negotiate the difficulties of the post-Covid-19 landscape and prosper in the upcoming years by comprehending these aspects and creating a strong product launch plan.

## 2.5 Digital Marketing and Customer Communication

Digital marketing is now more crucial than ever as companies try to connect with their clients online in the post-Covid-19 age. One of the main advantages of digital marketing is that it enables companies to interact with customers in real time, giving them the help and information they require at the precise moment they need it (Veleva and Tsvetanova, 2020). Businesses now use social media sites like Facebook, Instagram, and Twitter as effective tools for customer engagement and brand exposure. Businesses can establish a strong online presence and develop relationships with customers by producing interesting content, responding to customer questions, and sharing updates about goods and services. Email marketing is a crucial component of digital marketing and consumer communication. Businesses may keep customers updated about new products, discounts, and other pertinent information by gathering customer email addresses and sending out regular newsletters and updates. As per Santos *et al*., (2022), email marketing is a powerful tool for consumer segmentation based on interests and behaviour, enabling firms to target their communications to particular client demographics. Businesses can utilise Chabot’s and other digital technologies to offer clients individualised support and help in addition to social media and email marketing. Artificial intelligence (AI)-powered software called Chabot replicates conversations with clients by responding to frequently asked inquiries and offering round-the-clock service. By doing this, companies can increase customer satisfaction while lightening the load on their customer care employees. According to Robinson, Christenson and Wackett (2019), transparency and authenticity are key components of customer communication and digital marketing. Customers are seeking brands that are sincere, open, and socially conscious in the post-Covid-19 world. Businesses may develop trust and a solid online image by being transparent and honest with their customers.

Ultimately, every effective business plan in the post-Covid-19 era must include digital marketing and consumer communication. Businesses can engage with customers in real-time, offer individualised help, and forge strong bonds with them by utilising the power of social media, email marketing, Chabot’s, and other digital platforms. This leads to long-term growth and success.

## 2.6 Influencer marketing as a digital marketing technique on New Product Launches

Influencer marketing is a path by which brands can promote all types of products through endorsements or the customer requirements from the influencers and also the content creators do the same thing on the internet (Hu and Olivieri 2021). Currently, Social media creates major influencers however, other content creators such as podcast hosts could fit to the bill also. It is almost not possible to scroll on social media sites without watching any creation of influencer marketing. Everywhere they watch, influencers have been showing off their current clothes, snacks, and makeup brands and that's just from the start.

From the traditional posts of social media sites to popular Instagram Stories to long-time videos, the influencers are always identifying new ways that can be sponsored to invest in their favourite platforms. Influencer marketing started 15 years black. According to Akter and Sultana (2020), the previous marketplace has to pay the bloggers for branding content, producing a little bit of a hypothesis. Since blogs have basically been seen as online diaries, different professionals are sceptical that they added advertisements to the content which actually feels in an authentic path.

When a company launches a new product, that time they research the digital network because they know that social media is most effective in the current market strategy. Social media plays an important role in digital marketing. According to Hao, Xiao and Chon (2020), everybody uses social media hence when a company produce a new product that time it spread this product through social media it is a smart marketing technique by which a company can generate their business at large scale of audience and also their product spread large group of audience. The influencer has a high social media rating by which they can reach a large audience and cover a huge area to spread out the business. Few audiences are motivated by the advertising of influencers hence, this is effective to promote the product. New launching products are also spread out by influencer marketing. It is an essential part of digital marketing social media takes a major to influencer marketing (Affandi *et al.,* 2020). It’s vital to get its points of interest in case you need to optimise their publicising campaigns and build the utilisation of advanced showcasing in any shape, particularly one as nuanced as promoting through an influencer.

## 2.7 The impact of social media marketing on new item launch

In the post-Covid-19 era, social media marketing has become a crucial component of the introduction of new products. Social media sites like Facebook, Instagram, Twitter, and TikTok have become effective tools for businesses to reach their target audiences and spread the word about new items as more people spend time online. Social media marketing offers businesses the opportunity to target particular client groups based on their interests, demographics, and habits, which is one of its main advantages (Herhausen *et al*., 2020). Businesses may reach their ideal customers with customised messaging that speaks directly to their needs and interests by producing interesting content, utilising influencer alliances, and employing paid advertising. Also, social media marketing gives companies useful information and insights about their clients. Businesses may watch social media participation, website traffic, and other indicators through analytics tools, allowing them to assess the success of their marketing campaigns and modify their plans as necessary. Social media marketing may help firms not only target particular client segments but also create buzz and enthusiasm around the introduction of new products (Redjeki and Affandi, 2021). Businesses can pique followers' interest and create demand for their new items by launching teaser campaigns, holding social media competitions, and utilising user-generated material. Businesses may better understand their audience by analysing social media competition, which is a major advantage. Businesses can discover recurring themes, tastes, and behaviours within their target audience by keeping an eye on the social media accounts of their rivals. According to Cooper (2019), by doing this, businesses may improve their own social media strategy and produce content that appeals to their target market. Another significant benefit of social media marketing is that it enables companies to create a strong online presence and increase brand recognition. Businesses can build a devoted following of customers who are more inclined to make purchases and suggest the brand to others by consistently posting interesting material, answering customer questions, and sharing updates about new items. It is crucial to remember that social media marketing has its own unique set of difficulties. As per Ketter and Avraham (2021), businesses must provide content that stands out and grabs customers' attention on social media platforms because there is so much competition there. In order to gain clients' confidence and credibility, they must also be genuine and open in their marketing activities.

In general, social media marketing has a big impact on new product introductions, assisting companies in connecting with their target markets, creating buzz and enthusiasm, and increasing brand recognition. In the view of Munsch (2021), businesses can engage with customers in real time, offer individualised help, and create lasting relationships with them by utilising the power of social media platforms. These relationships foster growth and success.

## 2.8 Theories and Models

**Race model:**

The race model is the framework for the strategic plan of the activities of digital marketing or the plan of communication. This theory consists of four stages which focus on the clients in the several stages of the lifecycle of the customer. It also increases customer loyalty and increases the relationship with the customer.

**Reach:** Reach focused on creating awareness and visibility of the brand, goods and services also. It involves maximising reach through excessive time which creates multiple interactions utilising various earning touchpoints (Akter and Sultana 2020). Using a smart way to technique of inbound marketing like social media, and email marketing which are important to achieve the needs of the driving customer.

**Act:** Act is the quiet interaction. In the preliminary stage, when they develop the RACE, the graphical framework is known as RICE, however, people have the scope to perform RACE in a better dynamic. The act is a separate stage from the conversion which encourages interaction on websites as well as social media also (Showrav *et al.,* 2021). Act's fundamental objective is to form web prospects that can be created along the "path-to-purchase." When a guest, to begin with, arrives at your site or social media nearness, you want to persuade them to require the move, or Activity, in their client's way. It might entail learning more about a trade or its offerings, searching for an item, or examining a web journal article.

**Convert:** This stage is simply focused on the conversations sale, either offline or online. Since race is the multichannel or graphical representation (Omer 2021). It includes getting the clients to take the major step which turns them to pay clients as per their requirements. The transaction of online e-commerce or channels offline has to achieve more interaction with the customer.

**Engage:** Customer engagement is the basic tool of digital marketing; it plays a crucial role in the marketing sector. It develops coordination with clients and marketers which communicates different places of purchasing. Create customer loyalty as a respect of buying which makes coordination and boost up the activities of the customer.



**Figure: Race model**

(Source: Hu and Olivieri 2021)

## 2.9 Issues faced by digital marketers regarding new product launch at post-pandemic situation

In the post-pandemic situation, digital marketers faced a huge problem because during the pandemic financial status of the people decreased hence when the pandemic closed that time people look out for the essential thing. A new launching product is not necessary for that time. Digital marketers are continuously has been faced with privacy regulations and also find out third parties who are working as a connector (Prihadini, Nurbaity and Rachmadi, 2020). As they continue to attract better investigators around the universe to the website, agencies should be assured that they remain compliant with different laws covering a population in various countries they have targeted. Digital marketers observed an increment in online acquiring, working from domestic, spilling video interaction, and advanced amusement deals amid the tall widespread months. Businesses quickly moved their workforces, and administrations, and better of their advertising online out of their need.

Positioning and messaging of the product are other challenges in digital marketing. After the pandemic, it is increasing because of various rules and regulations included in daily life. Digital markets visit different companies or different places to spread their product details however after the pandemic people are not allowed to visit everywhere. The purchasing interest of the customer has decreased after the pandemic hence digital marketers face major challenges on this ground. The response of the customer is too late hence there is a risk to the digital marketer if they refund the product hence digital marketers face loss. According to Chiplunkar, Gowda and Shivakumar (2020), product marketing has to be observed through a scale. The scaling rate of the digital markets is not sufficient after the pandemic. There is changing data and several product interactions have a particular campaign which has a different objective that is impossible to achieve. After the pandemic, there is a lack of communication which creates a major problem for digital marketers. During the pandemic, various people started e-commerce businesses where competition has arisen in digital marketing (Jaafar and Khan 2022). Every digital marketer uses tools to create work easily however, in current days there are various tools available in the market to achieve individual work. The digital marketer must clear the confusion about the tools and identify the particular tool which has various benefits. They suggested utilising the free trials that different devices deliver, inquiring about, getting exhortation from other marketers, and after that buying the devices.

## 2.10 Current strategies to tackle the issues

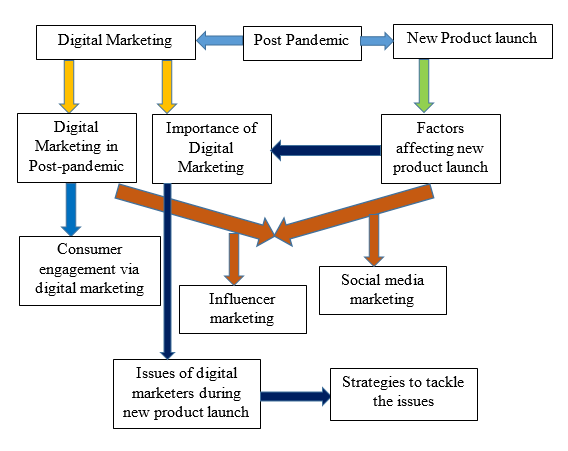
Create customer engagement through social media and always engage with the customer which increases purchasing interest of the customer. After the pandemic customer engagement has decreased however digital markets try to improve the purchasing interest of the customer. Make the product at a reasonable range because during the pandemic economy has been totally destroyed hence people cannot afford the expensive product. According to Khan, and Basak (2021), a successful promoting campaign expresses a coherent account and offers different entrance focuses into it that are customised for each target bunch of audience. Consider each branch of customer's unmistakable needs and interface when endeavouring to contact them, and at that point identify a passionate snare that addresses those demands of the customer. Various content might take various forms of leadership such as extreme-level decision-makers also working with industry publications.

Digital marketers also focused on the quality of the product. Use different types of materials, and modern technology to produce standard-quality products (Shankar *et al.,* 2022). Contact the professionals who are experts to make the product better because the quality of the product matters to create positive feedback for the customer. Use agencies that spread out the product details to large groups of audience and convince them to purchase the product. Agencies provide different techniques to promote the product. Digital marketers should understand the difference between sales and marketing because markets are not directly included in selling the product. Understating the price of electricity and positioning the competitive angels to consider the economics. 'Willing to pay' is the element which has various factors which enhance the brand value, positive feedback of customers, and quality of the product. Numerous tactics are one more point by which employees can improve their work performance. Discounts and offers are nothing modern in digital marketing however, the thought of fast cost comparison and the appearance of cashback and coupon locales have without a doubt changed client conduct (Oliveira *et al.,* 2021). Partner marketing programs can offer assistance to businesses that advantage from this. In associate showcasing, they promote their items on a website run by a diverse company in return for the site getting a commission or instalment each time an activity is done. Because it is exceptionally basic to specifically screen sales and, as a result, assign value to the relationship, this can be exceptionally predominant within the comparison, coupon, and cashback zone. In spite of the fact that click-through and other exercises are not continuously paid for, commissions are as often as possible given on deals.

## 2.11 Literature Gap

There is a gap in the literature when it comes to comprehending the impact of social media on new product launches in the post-Covid-19 age, despite the fact that there is a sizable body of research on the efficiency of social media marketing for new product launches and researching the competition. The Covid-19 pandemic has profoundally changed customer tastes and behaviour, which has affected how businesses approach new product launches and marketing plans. This study might look at how companies utilise social media to introduce new products, what tactics work best, and how social media can help companies launch new items in the midst of a pandemic.

## 2.12 Conceptual Framework



**Figure: Conceptual Framework**

(Source: Author)

A conceptual framework is a depiction of the relationship one expects to see between the variables, or the characteristics or properties that they want to study. The conceptual framework here represents the flow of actions by the independent, dependent and constants in the framework. Here Digital marketing is taken as an independent variable, new product launch is termed as a dependent variable and Post pandemic is the constant variable. The independent variable influences digital Marketing in post pandemic and consumer engagement. The dependent variable is influenced by social media marketing and influence marketing and the constant is a phenomenon which is Covid -19 here.

## 2.13 Chapter Summary

Digital marketing is a kind of marketing that's habitually utilised to publicise merchandise or administrations and interface with clients through computerised channels in advanced showcasing. Online showcasing is a fair one angle of advanced promoting, which too incorporates offline stages. Portable gadgets such as SMS and MMS, social media promoting, show advertisements, look motor showcasing, and various other computerised media stages are all included (Ketter and Avraham, 2021). Buyers can get data through digitised media at any minute and from any location. After the Covid-19 situation launching a new product is really too difficult and social media plays a huge role to promote the product in this situation. The digital marketer faced various challenges to reach the audience. The global economy has decreased due to Covid-19 hence do not have to show luxury; they only need to purchase essential products. An attractive promotion strategy has been used by digital marketers by which they can cover a large group of audiences.

# Chapter 3: Research Methodology

## Introduction

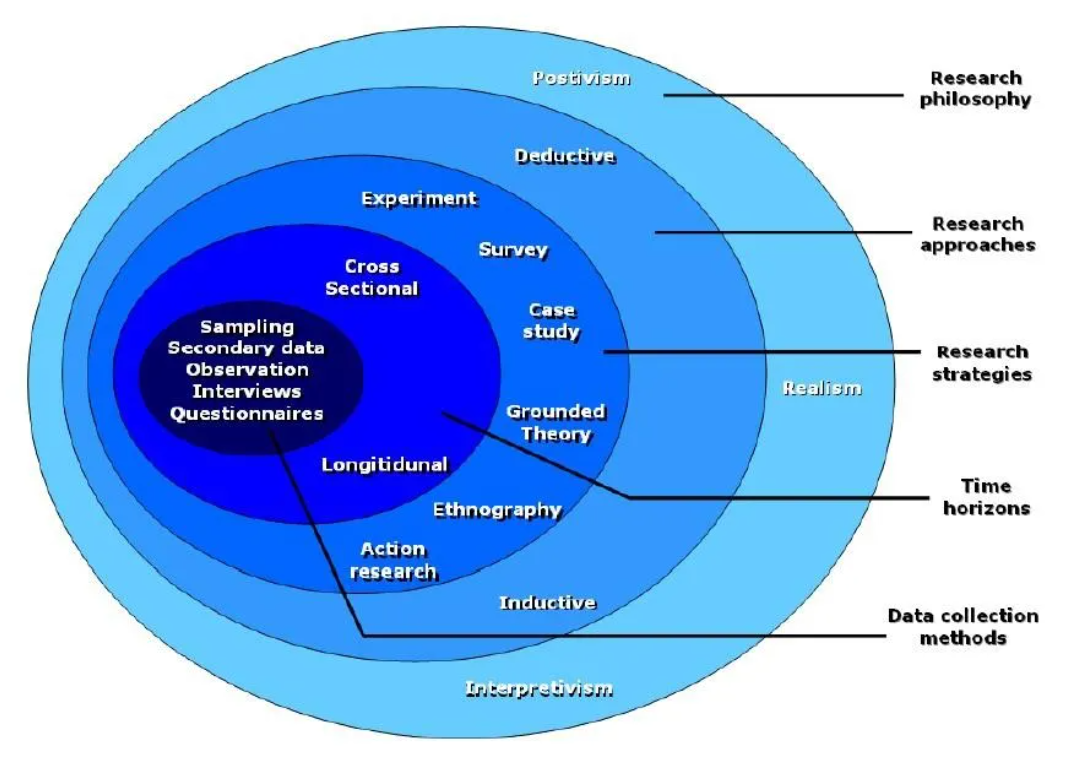
This chapter is the most important area in a research study, which elaborates on the key elements of the study, to be used. More accurately, the research methodology is that chapter in the dissertation, where the researched study is scientifically measured through some key method (Mishra and Alok, 2022). Through those key strategies or methods, the whole study is researched in a scientific or logical way and most important thing is that, in this particular sub-chapter, the whole execution of the study and its quality is dependent. From the selection and incorporation of the suitable philosophical approach to data collection and analysis, all key stages are highlighted in this chapter, which makes the study more effective and standardized (Pandey and Pandey, 2021). This chapter is contained with the key strategies like research choice, research onion, research philosophy, approaches, strategies, data collection, data sources, data analysis techniques, time horizon, time plan, research design, Inclusion and Exclusion criteria, ethical considerations, validity and reliability and accessibility issues during the research.

## 3.2 Research Choice

Research choice shows the chosen applicable key stages in a particular study. for considering and fulfilling the study's aims and objectives, the interpretivism philosophical ideology has been chosen. To maintain a systematic quality in the study, the deductive approach is incorporated. To describe the situation and population influences, descriptive design has been followed as well as to explore the impacts of digital marketing to launch a new product during the period of Covid 19, the exploratory design has been followed (Abebe, 2019). The secondary source is preferable for this study and the data has been collected in a qualitative and quantitative manner. After noticing all the incorporated key methods, it can be said that it is a cross-sectional study.

## 3.3 Research Onion

The research onion is an effective graphical representation, which helps to understand a critical research study in an easier way. This graphical onion looks like a real onion, which is having multiple representative layers in it. The remaining flakes or layers represent each of the research layers or methods or strategies and the most interesting thing is, those layers are prioritised based on the significance of the stages. For example, in any research study, the philosophical part is the most generic part, while the data analysis and collection stage are the most demanding and independent factors. Without this part, a study cannot be executed and to reach this stage, other key stages have to be overcome by the researcher. Based on the significance and effectiveness, of the graphical onion, the first and outermost layer represents the philosophy of the study and the innermost or core layer highlights the data collection and analysis part (Saunders, Lewis and Thornhill, 2009). In this particular research study, the secondary quantitative and secondary qualitative data and sources have been selected, while to maintain the requirement and quality of research, the interpretivism philosophical ideology is followed. These are highlighted by the innermost and outermost layers of the onion.



**Figure 3.3: Research Onion**

(Source: Saunders, Lewis and Thornhill, 2009)

## 3.4 Research Philosophy

This key stage is a trust that which way is followed by a particular research to be constructed. In fact, in which way, the applicable data has been collected and analysed and in which way, the overall study has been formalised, research philosophy is the representative of that. easily speaking, the total construction of a study depends on a particular ideology to maintain its internal quality or standard. This particular ideology is known as research philosophy. It is classified into five types such as Interpretivism, Positivism, Pragmatism, critical realism and postmodernism (Kirongo and Odoyo, 2020). This particular research has been done based on the ideology of interpretivism philosophy. Interpretivism philosophy refers to the assumption or probable thought that the reality is multiple, subjective and socially made. In which studies, the societal influences have played as an independent variable, those studies are strongly contracted based on the interpretivism philosophy (Al-Ababneh, 2020). In this study, the digital marketing is the prime variable, where the social world is remaining with its effectiveness and the second variable is the Covid pandemic situation. This variable is also connected to the social world and both the variables are remaining in the societal reality. It proves that the social realities are not objective and singular.

## 3.5 Research Approach

The approach in the study shows the procedures, plans and suitable dimensions of research. It is that step, which highlights the assumption of research and forms them as reality. It shows the quality of the research that which method of data collection is followed and which strategy of data analysis has been followed. In fact, the interpretation and hypothetical outcome of the research is controlled by the research approach (Newman and Gough, 2020). It has two types. Inductive approach and Deductive approach. The inductive approach refers to those studies which are formed by moving from their specific description to a general conclusion. On the other hand, the Deductive approach refers to those, which are concluded and formalised depending on a pre-existing concept or theory and after that, the strategy of research is followed to examine the similarities and differences between the study and the pre-remaining theory. For the execution of this particular study, the deductive approach is suitable (Wardani and Kusuma, 2020). Digital or social media marketing is an effective and profitable business strategy, which is a piece of common knowledge, while its effectiveness in covid situation is not a pre-existing common knowledge. To make the comparison between pre-existing concepts and non-pre-existing concepts, the deductive approach is ideal, which can make the study hypothetically informative.

## 3.6 Research Design

It is the blueprint of the research study. In a logical or scientific research study, the research design plays as the role of the blueprint. It is contained with the selected methodologies, techniques or tools for making an effective research study. it is helpful for identifying the procedure of a research (Sileyew, 2019). It is classified into five key parts like Descriptive, experimental, Quasi-Experimental or Casual Comparative, Exploratory and correlational. The appearance of the research study highlights that the exploratory and descriptive research design is perfect for its execution. The descriptive research design is helpful for evaluating a population, phenomenon or situation. In this study, the digital marketing or social media marketing is highlighted, which is connected to teh social world or population (Doyle *et al.,* 2020). On the other hand, the Covid 19 pandemic situation is also highlighted, which is considered as a phenomenon or situation. hence proved, the ideology of descriptive design is perfectly suitable for analysing the requirements of the study. On the other hand, the exploratory design is also helpful for the measurement of the study, because, the Covid 19 pandemic is an uncommon and most recent theory, which is having no enough study content on the informative sources (Hunter, McCallum and Howes, 2019). For analysing these kinds of uncommon studies, the exploratory design is suitable, where the uncommon variables may get importance by exploring their effectiveness. Descriptive and Exploratory both designs are applicable to this research study.

## 3.7 Research Strategy

The research strategy is meant for a systematic and stage-wise action plan, which helps the researcher to make a proper direction to execute the thought process of the research. In fact, it helps in the conduction of research within a scheduled and planned way. Without the research strategy, the data cannot be collected as well as the analysis of the collected data also cannot be occurred (Suprapto *et al.,* 2020). The research strategy is having three parts like Qualitative, Mixed and Quantitative methods. This current study is formed in a Mixed method of research strategy, where the features of both qualitative and quantitative strategies are activated. The researcher used the qualitative as well as quantitative data within this study to make it authentic and informative. The mixed culture of these two strategic data has made ten research critical and fruitful also. The quantitative research strategy in the secondary research helps to collect the information from the sources, where the wanted data are existed, while the qualitative strategy in the secondary research, helps the researcher to collect the prominent and useful data from governmental articles, reports, newspapers, journals, novels, pictures, televisions and the Internet (Bougie and Sekaran, 2019). Being a mixed strategic study, the researcher collected the secondary data in both quantitative and qualitative ways.

## 3.8 Data Sources

Data sources, data collection and data analysis parts are the most critical part of a research study. data sources are mainly two types such as Primary sources and Secondary sources. The primary sources are used for collecting personal and individual data from the selected respondents. Primary sources are contained with the survey method of collecting data like through interviews or questionnaire surveys (Bougie and Sekaran, 2019). Through these sources, the personal perceptualised data is collected from the samples, which are based on personal experiences and true events and statistically or logically, this information is analysed. On the other hand, the secondary research is containing with that information, which is collected theoretically, from journals, articles, books, reports or the internet. The secondary data is completely theoretical, non-judgmental and non-biased. In this particular study, the secondary sources have been followed to make it non-bias and uncontroversial (Suprapto *et al.,* 2020). To know about the effectiveness of digital marketing, especially during the pandemic situation, the secondary sources are suitable. Also, the secondary sources helped the researcher to make the study more reliable by accumulating the in-depth information about the topic. With the help of secondary qualitative and secondary quantitative data analysis, the recent new normal situation has been effectively analysed.

## 3.9 Inclusion and Exclusion Criterion

The Inclusion and Exclusion criteria refer to the included and excluded criteria in the study. it helps to think about the quality and depth of the research.

**Inclusion Criteria:** In this study, the Inclusion criteria are, there is remaining a critical study on the impacts of digital marketing. along with the concepts and importance of digital marketing, there are also remaining the impacts of Covid 19 pandemic on the businesses (Davahli *et al.,* 2020). The secondary data has been used here in a qualitative and quantitative way. In-depth information has been used here for making the study fruitful and realistic. Many influential and authentic sites and hard copies have been followed as the source of data collection.

**Exclusion criteria:** While the exclusion criteria are, this study is completely generic and theoretical for the absence of primary analysis of data. It is not a case study that any experienced economic sector has not been taken here, to keep the study debate-free, generic and uncontroversial. Also, no any respondents have been selected here for getting their personal opinion on the research topic because it could make the study critical and uneasy to analyse (Newman and Gough, 2020). Along with these, a particular product name has not been used here. The absence of a particular company name, the absence of primary data and the absence of a particular product name are the exclusion criteria of the research.

## 3.10 Time Horizon

Time Horizon is the representative of overall time span or time frame of the research. Clearly speaking, it indicates the utilised time period for executing the whole study. According to the time span of research, it is divided into two parts such as, Cross-sectional time horizon and Longitudinal Time horizon. The research which is executed within the required period of time or within a short period of time, those is known as a Cross-sectional study (Al-Ababneh, 2020). The longitudinal research refers to those study, which takes much time to be conducted. In fact, the longitudinal research studies sometimes exceed their required time and take much extra time to be fully completed. This particular study has been done within the proposed time. The involvement of secondary data and a generic evaluation has made the study easily measurable. The secondary data has helped the researcher to analyse them without any critical tools (Wu *et al.,* 2020). Data collection within a theoretical perception and their generic evaluation took a small time, which made the research a cross-sectional study. along with the easy execution, the Cross-sectional nature has helped the researcher for making the study inexpensive and easy to carry in the future as well.

## 3.11 Data Collection Method

Most of the researchers are highly focused to collect the different evidence of the research objective and its questions. In this way, the data collection method is considered one of the effective and necessary parts for the researchers to establish their overall dissertation. For developing any research presentation the process is quite concentrated towards the collection method because it is one of the essential parts for the researchers to conclude the statement of the research dissertation (HR and Aithal, 2022). In the following resource study, the researchers are highly focused towards the research objective and take different initiatives to collect the different evidence relevant to the topic. The researchers are taking primary as well as secondary data collection methods for appropriate pieces of evidence and establishing relevant information about the research. Researchers also used the primary data collection methods where they take different interviews and questions for a better understanding of human behaviour and the situation of the pandemic. The investigators also take secondary data collection methods to gather various data after the research topic (Wei *et al.,* 2021). The investigator also appreciates the different authors' different data collection and helps them to conclude the statement and provide appropriate information about the relevant topic. For The primary data collection method investigators are constantly engaged with the different employees to understand their human behaviour and the action plans that they have taken for improving their efficiency.

## 3.12 Data Analysis Techniques

In this following research approach, the researchers focus on establishing mixed data analysis such as primary and secondary data for providing the pieces of evidence about the research topic (Raskind *et al.,* 2019). The data that has been collected from various sources such as interviews as well as the underscores of the different books and journals has been developed by the resources for establishing the purpose of the overall dissertation. The seconds to collect the different shreds of evidence that have been already investigated by another author. primary data collection the resources are highly focused to segregate the features of the primary data collection by establishing a platform where the individuals are free to share their views and experience with the help of interviews and surveys (Pejić Bach *et al.,* 2019). These two approaches will help researchers to manage all the similarities and similarities between the data sources. Therefore the investigators need to understand the relevant topic and the data which is helpful for them to conclude their statement appropriately. The investigator also appreciates the participants who are included in the primary data collection method and also understands the human behaviour of the participants to collect the different pieces of evidence which are relevant to the research topic.

## 3.13 Reliability and validity in research

However, the researchers are focused on developing reliable data while investigating the research topic and establishing the basic pieces of evidence which are related to the research objective and Research question. Therefore**,** reliability is considered one of the true shell parts for the research proposal to elaborate the basic pieces of evidence and its significant role in society (Rose and Johnson, 2020). It is also required for enhancing the validity of the different evidence and data that have been collected by the process to establish the standing of the study. Moreover, the researchers also take the initiative to ensure the particular outcome or result has been tested and collected from valid sources by which the data is completely reliable and valid to reflect the research objective and research questions. Other hand the research also concentrates towards the reliability of the data collection method that has been gathered from the different resources to ensure that the particular evidence as well as the data has been gathered from trusted sources by which there is no fraud or interruption has been included. On the other hand, validity is also important for the information. This will also provide the opportunity for the investigator to be more effective and accurate towards their investigation than from the different circumstantial situations. The investigator also shows that the particular evidence will provide the opportunity for another audience to learn more about the research topic with accurate information.

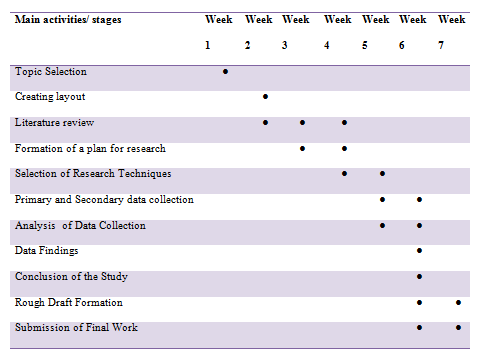
## 3.14 Ethical Considerations

Moreover, the ethical aspect is also important for the researchers to conduct the overall search dissertation. However, ethical considerations also influence researchers to be more accurate in their data collection method and analysis of the different evidence. The investigation also requires them to be more concentrated on their activities where the research is more secureabout the ethical consideration of the evidence to the research study (Cascio, Weiss, and Racine, 2021). However, in this particular case study the researchers are taking primary data collection methods also therefore it is also required for the researchers to be more authentic and transparent towards their action plans and also ensure that the particular pieces of evidence and data will not be shared with anybody else and maintain the ethical aspect also.

## 3.15 Accessibility Issues

While addressing accessibility issues it indicates a process where the investigator has identified various problems and issues while conducting the overall proposal. The researchers also focus on identifying various solutions to resolve the problem and develop their statement during collecting the different data relevant to the research topic. Moreover, investigators also focus more to develop the critical consideration while operating the research objective more appropriately. The investigator also maintains The authenticity of the different data that has been collected from the different resources interviews as well as surveys.The importance of the facts evaluation and the findings chapter in studying the best portions of proof become substantially liked by using the researchers. As an end result, society has several chances to recognize the aspect's essential idea and problematic on its end.

## 3.16 Time plan



# Chapter 4: Data Analysis

## 4.1 Introduction

Analysis and the discussion chapter are considered the key components for developing the overall proposal. The researchers highly appreciated the significant role of the data analysis and the findings chapter for analysing the better pieces of evidence the respective pieces of evidence. In this way, there are various opportunities for society to understand the basic concept of the component and elaborate on their conclusion (Ketter and Avraham, 2021). According to the different methodologies, the researchers are taking to finishing plans for enhancing the evidence and analysing accordingly. For qualitative, the chapter reflects the in-depth knowledge about the world topic that has been discussed before. On the other hand, the quantitative research chapters request to understand that the quantity of rolls has been valid from the different locations. In summary, the data analysis and the finding chapter reflect the significant role of digital marketing and how it has worked after the pandemic situation. Some of the main focus that has been concentrated by the organisations file launching their products into the market also elaborated in depth in this following chapter the role of customer communication and its influence on the new product that has been launched by the company also elaborated deeply in this morning chapter. The pieces of evidence of the different impacts of social media marketing and some of the factors are also introduced in this following section and evaluated by the processors to conclude their results after the completion of the overall research proposal.

## 4.2 The importance of “digital marketing” for dealing with derivative or benefits in contemporary days;

Nowadays business around the world has been facing different kinds of problem areas and difficulties due to the covid-19 issues. In this way, the organisation also explores different kinds of travel restrictions as well as descriptions in the supply chain management system of the organisation (Brzakovic *et al.,* 2021). The organisation also encountered that there are lots of changes that have occurred in the behaviour of the consumer. It creates lots of issues for the organisational development process and also tries to provide an appropriate introduction to the problem areas that are going to be faced by the organisation. Discussing the digital marketing perspective is one of the parts which is effective for the organisation in the covid 19 situation (Kerdi Pitak, 2022). By using digital marketing, the organisation can easily communicate with the clients Virtually as well as also reduce the overall risk of transmission.

Social media platforms are also working as effective technical tools for the overall business organisation. It also properly interacts with the consumer and provides an appropriate advantage to the organisation that can enhance the overall perspective of the company (Nair and Gupta, 2021). Digital marketing provides effective knowledge to the consumers as well as the organisation members by that they can easily understand the virtual life of the sale of products and services., before the covid-19 situation, it has been identified that the organisation's customers, as well as the organisation leaders, do not know about the virtual sale of the product and services by not being physically active (Homburg and Wielgos, 2022). In terms of the data marketing facility, the company can be encountered that if they can be capable of properly providing appropriate promotions of the product and services to the consumers of the company then they can easily deal with the different kinds of problem areas that have been increased within the financial sector of the organisation.

On the other hand, the company also encountered the influence of marketing is one of them also providing an effective percentage of the revenue of the protection and services. Inflation marketing can also enable collaboration of online influences and also increase the sizable fan base that is based on the market things and audience. As per discussion in the literature review section by Affandi *et al.,* (2020), it has been identified that the individual suspends more and more time within the online platform that can believe on summer the recommendations and also influences can be capable to differentiate with that edition advertising approach. This type of strategy can be effectively increased in the open 19 situations because at that time the people cannot interact with each other. At that time virtual interaction is one of the perspectives which provide an appropriate advantage to the organisation for the customers to understand the overall perspective of the company.

The customers can easily understand the product and services knowledge and also briefly analyse their purchasing decisions of theirs. It is also encountered that it increases the power of the consumers. On the other hand, digital marketing also provides appropriate recommendations to the influencers who can be capable of providing appropriate services to the organisation members (Shehu, Sejfijaj and Memaj, 2022). Therefore it has been analysed that the brand image is also increased by digital marketing facilities within the organisation. On the other hand, digital marketing provides appropriate services to the organisation by that they can be capable of properly promoting the business organisation as well as products and services to the consumers in a different location. Digital marketing also increases the reach of people in the covid 19 situation.

The determined capability has the power to properly maintain the digital perspective of the product and service introduction to the customers of the organisation. The company can also properly analyse the decision-making power of the organisation to understand the overall requirement of the company's consumers (Akter and Sultana, 2020). By the use of the different kinds of feedback and reviews on the product and services, the company can easily understand which type of product the consumer wants from the organisation and also what type of changes they need to maintain within the product and services of the organisation. In this case, it has been encountered that it is dealing with the different kinds of benefits and derivatives in the contemporary days because they can easily enhance the promotion technique and also reach the maximum number of target customers. The target customers of the organisation can also be careful to find out within the digital marketing situation because most young people are available on different kinds of social networking sites (Alshaketheep *et al.,* 2020).

The company can easily target them and also fulfil their requirements. In the Covid-19 situation, it has been encountered that the company cannot properly maintain their derivatives because of the lack of raw materials and resources. They can also deal with suppliers while using digital marketing capabilities (Blank, 2020). By using digital marketing capabilities they can easily contact the suppliers of the company and also maintain the raw supply chain as well as properly maintain the resources that are required for the overall marketing manufacturing. On the other hand, it has been explored that digital marketing provides appropriate dealing and derivatives to the organisation by that they can easily understand the situation of the consumers and also the latest trend that is needed to be maintained within the organisation (Chaffey and Ellis-Chadwick, 2019). The protection and services that are provided by the organisation are also very effective and also provide effective advantages to the organisation because they want to maintain services according to the consumers' needs. If the organisation does not have effective knowledge as well as strategies with the data marketing capabilities then they cannot be capable of properly maintaining in the market for a long period.

## 4.3 Characteristics that impact the “product launching campaign” of an enterprise in the present days

As Discussed in the Literature Review by Chiplunkar, Gowda and Shivakumar, (2020), The post-COVID-19 time period has shown specific situations and chances for enterprises displacing new wares. To achieve occurrence in these environments, it is critical to take a range of features that can affect the effectiveness of a product launching cause. With the outbreak of “Covid-19”, digital merchandising has changed even further (Kumar *et al.,* 2020). In this section, we will discuss the qualities that affect the effectiveness of digital merchandising behind a new wares' float in the post-Covid-19 time period. Here are some key characteristics that endeavours should consider:

Reading the target area audience is necessary for creating an effective selling scheme. In the current environmental condition, user behaviours and penchants have switched in reaction to the epidemic. Organisations need to with kid gloves evaluate the needs and options of their target spectators and create communication and alignment that vibrates with them. The product must be specific, useful, and challenging to the target spectators, and must be placed and shopped in a way that sets it apart from rivals (Makrides *et al.,* 2020). In the post-COVID-19 period, there is also an increased intensity of production that can address specified challenges or needs related to the epidemic. For example, productions that are designated to make outside work easier or to advertise social regions may be particularly sympathetic to users in the current condition. Guaranteeing that the production is designated and marketplace in a way that speaks to these changing needs and alternatives is critical for occurrence in the current environs.

The ware itself plays an important role in finding the happening of a product introduction. The ware must be specific, useful, and invoking to the target Spectators. Enterprises must also create an alignment that sets the ware apart from challengers. In the post-COVID-19 period, there is a changed focus on wares that address specified situations or wants to be related to the epidemic, so ware design and merchandising must reverberate these circumstances. A characteristic that can affect the happening of a ware launching cause is the target spectators. Reading the target spectators is supercritical for evolving a good selling scheme, as it allows organisations to tailor their content and align to the needs and alternatives of their intended clients (Akemu *et al.,* 2021). In the post-COVID-19 period, reading the target spectators has become even more authoritative, as user behaviours and alternatives have shifted in reaction to the epidemic. For example, many users are now more focused on condition and well-being and are looking for products that can help them stay flushed and fail-safe.

Digital merchandising has become progressively authoritative in modern days, especially in the wake of the epidemic, as more and more users are shopping online and absorbing brands through extremity passages (Vrontis *et al.,* 2020). Undertakings must cautiously study which passages are most effective to reach out to their target spectators and create an across-the-board digital retail scheme that supplements these passages effectively.

Timing is supercritical when it comes to establishing a new ware. Organisations must carefully measure when to establish their ware to guarantee it matches the wants and alternatives of their target spectators. In the post-COVID-19 time period, this may necessitate a more flexible approach to ware introduction as user behaviours and druthers continue to germinate. Timing is another supercritical characteristic that can affect the occurrence of a ware launching cause (Sexton *et al.,* 2019). The venture must carefully study when to launch their new ware and must guarantee that the timing is aligned with the wants and alternatives of their target people. In the post-COVID-19 time period, this may require a more limber approach to ware launching, as user behaviours and alternatives continue to develop in response to the ongoing epidemic. Organisations may need to display and align their launching timing grounded on real-time data and answer, to guarantee maximal effectiveness and appointment.

The overall messaging and positioning of a ware launching cause plays a supercritical role in shaping its victory. Endeavours must create messaging and positioning that come across with their point of reference to people and sets the ware apart from challengers. This may necessitate a too-careful balance between spotlighting the specific features and welfare of the ware and speaking about the situations and needs of the target people in the post-COVID-19 time period. The overall messaging and positioning of the ware launching cause are critical for victory. Endeavours must carefully think over how they want their ware to be understood by their target people, and must germinate messaging and positioning that matches with these scores. This may require a heedful scale between spotlighting the specific characteristics and welfare of the product and addressing the challenges and needs of the target audience in the post-COVID-19 period (Lorimer *et al.,* 2019). Germinating messaging and positioning that comes across with the target people, and that sets the ware apart from challengers, is critical for achieving victory in the current environs.

Influencer merchandising has become a progressively important part of digital retail schemes. In the post-COVID-19 time period, it is important to purchase influencers who align with the brand's beliefs and are travelled by the target people. Influencers can help to alter brand consciousness, build trust with users, and drive selling (Garnett *et al.,* 2019).

Measuring the success of a ware launching cause is critical for shaping its effectiveness and identifying spheres for betterment (Nurse *et al.,* 2019). Enterprises must prove clear metrics for quantifying success, such as appointment rates, click-through taxes, and calculation of taxes. Regularly, evaluating these prosodies can help endeavours to adjust their scheme as needful and achieve utmost effectivity.

Client reviews and approvals can importantly affect an aware launch campaign's victory. Positive reviews and approvals can make social evidence and promote potential clients to try out the ware. The post-COVID-19 time period presents specific situations and chances for enterprises to establish new wares. By cautiously seeing the qualities that affect the effectivity of a product float cause, such as understanding the mark of people, evolving a specific and appealing ware, leveraging effectual shopping channels, scheduling the launch suitably, evolving compelling messaging and positioning, supplying influencers, and quantifying victory, endeavours can modify the likelihood of victory’s in the flowing environs (Bada *et al.,* 2019).

## 4.4 The effectiveness of digital marketing during the VIVO V19 launch in India for attracting 18 to 35-year-old clients in the post-Covid-19 situation

In this section there is a discussion about the effectiveness of the written marketing during the Vivo V19 launch in India for attracting the 18 to 35 years old clients within the postcode 19 situation. According to the literature review by Vivo.com (2023), it has been already analysed that the organisation faces different kinds of problem areas to maintain the consumers of the organisation within the covid 19 situation. In this way, companies try to properly introduce digital marketing facilities within the organisation so that they can easily attract the target consumers of the organisation (Paredes, Olander Roese and Johansson, 2023). On the other hand, it has been encountered that after covid-19 the company encountered that if the organisation does not include different kinds of facilities for digital marketing techniques then they cannot properly implement the Vivo V19 services in the Marketplace (Hamilton, 2020). Vivo is one of the technology companies that was encountereded in 2009. It always tries to properly provide a variety of services like smartphones, in addition to the different kinds of software and online services (Vivo.com, 2023). The company also tries to provide appropriate research and development processes in different countries and it covers 100 countries all over the world. On the other hand, it has been encountered that after the covid 19 situation, the Vivo company required an appropriate new way for launching the V19 smartphone.

The company wanted to maintain a piercing as an online event so that they can easily provide an immersive as well as engaging experience to derive the Awareness of the new product and services (En-gb.facebook.com, 2023). To launch a particular smartphone the Vivo company wants to properly take an appropriate way that they can easily replicate the offline shopping experience and also provide an appropriate strategy to the consumers so that they can explore the gadgets. The gadgets that are provided by the Vivo company have new features and camera enhancement that can be easily worked with remotely (En-gb.facebook.com, 2023). But after the covid 19 situations, it has been encountered that the company cannot properly maintain the sale of the company smartphones. In this way, the team decided to properly incorporate the new digital technologies so that they can easily launch the technique on the online platform. Vivo worked on the spark AR as well as also use the Facebook mental reality Studio.

By that, they can easily generate creativity within the organisation. The Vivo company encountered that the V19 launch should be effective in India if they are trying to target 18 to 35 years old clients within the Marketplace (En-gb.facebook.com, 2023). In this way, they mostly target the people by using digital marketing capabilities as well as by the posting situation. The Vivo V19 launch within India can be capable of providing appropriate advantages to the members to share their new features as well as services (Vivo.com, 2023). In this way the company analyses that if the company wants to target the 18 to 35 years old client then they have to probably analyse the social media platforms (NDUNG’U, 2022). They encountered that these types of age groups are mainly and commonly available on every social media platform. In this way, the online marketing facilities provide appropriate services to properties targeting the 18 to 35 years old clients of the Vivo company (En-gb.facebook.com, 2023). The Vivo company encountered that if the V19 launch is probably done in India by using a digital marketing liability then they can easily have to target the social media platforms.

By using social media they can also explore the 18 to 35 years old clients after the covid 19 situation. In that case, it has been explored that the online launch campaign is also provided by Vivo company to implement the Augmented reality ads as well as video ads within Facebook and Instagram (En-gb.facebook.com, 2023). It also includes different kinds of action activities to experience the virtual and boxing capability of the V19 phone and also maintain the company's product. Vivo also has different kinds of technology and also maintains the lifestyle content for the creators or the reports of the Augmented reality ads on the personal account (Vivo.com, 2023). The team also properly launched a social media contest so that they can easily encourage people to maintain the post of the Vivo V19 phone. The company decided that the team members of the Vivo company always use the “#Vivo 19 Outofthebox” for more exploration of the Vivo V19 phone (En-gb.facebook.com, 2023). This type of campaign provides the appropriate target to the people of India that have been aged 18 to 35 who have an interest in technology as well as photography and selfies (Atieno, 2022). By the use of Augmented reality ads and video ads, the company can easily impress the median people and also find out the different kinds of audiences from different locations. Audiences also can be capable of properly experiencing the virtual launch of the V19 phone.

They encountered an effective experience of the virtual launch of any smartphone. Results of that at managers and the Facebook cam brand also reveal that this type of campaign is effective within the three weeks of 2020 in May and June month (Vivo.com, 2023). It also increased the 9.5 increase in the recall. It can be capable of properly 3x increase the click options and also highlighting the previous photos and videos ad campaigns. In this paper, the company encountered that this type of campaign can be capable of providing appropriate advantages to the organisation to implement the new product and services on the international market (En-gb.facebook.com, 2023). They encountered that in India to properly target the audiences digital marketing provides an effective experience for the company also (Vivo.com, 2023). Augmented reality is one of them which also provides effective experience to the people as well as the customers of the organisation. First of all, the company encountered that the type of campaigns and the functions are working effectively within the organisational development processes.

## 4.5 Problems faced by VIVO digital marketing executives while presenting the V19 in the Indian market at the time of the post-pandemic year

As per the literature review it has been also analysed that there are also different kinds of problems that have been faced by the Vivo organisation while developing and launching the V19 smartphone in the Indian market at the time of the post pandemic years (Vivo.com, 2023). The company encountered that after the post to pending years, the consumer does not have an appropriate financial situation most of them do not have an effective financial situation. Due to the financial situation, the company consumers cannot be capable of purchasing the smartphone which is working as a problem area for the Digital Marketing Executive. After marketing the different kinds of campaigns and investing in different kinds of Augmented reality, the company cannot properly sell their product and services because the financial situation of India is much more effective than the forbidden 19 situations (En-gb.facebook.com, 2023).

This decreases the performance of the organisation as well as most of the companies as well and employees do not have jobs. In this way, it has been encountered that these types of problem areas have been encountered in the Indian market that the people face lots of issues from an economical perspective. On the other hand, it has been also encountered that it is one of the problem areas for the organisation and also working as a challenge for the Vivo Digital Marketing Executive while presenting the V19 smartphones within the Indian market (En-gb.facebook.com, 2023). After the post-pandemic situation, it has been also encountered that the company owners and the detail marketers cannot be capable of properly understanding the marketplace and their demand. The demand has been reduced for smartphones because the situation of the consumers is not very effective and people do not want to invest their money in luxurious items (Vivo.com, 2023). They just only spend money on necessary items. Moreover, it has been encountered that the different kinds of problem areas in the knowledge of digital marketing are also faced by the Vivo organisation.

The company encountered that the customers do not have effective knowledge about digital marketing therefore there was doubt in the mind of the Indian consumers (En-gb.facebook.com, 2023). The Indian Consumer is not much aware of the few marketing platforms therefore, they do not understand the product and services and whether the information that is provided about the companies and whether the smartphone is relevant or not. In this way, this is one of the criteria which is also fixed by the Digital Marketing Executive while increasing the sale of the company smartphones (Vivo.com, 2023). Most consumers doubt understand the situation as well as they cannot properly understand the properties of the smartphone. The company arranged different kinds of campaigns but the company consumers cannot be capable of properly maintaining and understanding the little marketing platform. When there is a discussion about the 18 years to 36-year target customers then they have a presence on the social media platform but most of the organisation's consumers are not aware of that (Rafat and Islam, 2020).

On the other hand, it is encountered that budget restrictions are also one of them. The budget restrictions within the Indian family are also created after the covid-19 situation (Vivo.com, 2023). The company consumers do not want to purchase their luxurious items because they do not have a type of item. Moreover, it has been also encountered that the Marketing executives also get pressure from the main office because there are very few Marketing executives available in the organisation who can be capable of properly communicating with the consumers of the organisation. Most of the Digital Marketing executives of the Vivo organisation do not have effective skills because they can easily understand the requirements of the Indian customer and also launch and introduce the Vivo V19 product effectively.

In that case, the company customers cannot be capable of properly understanding the product and features of the Smartphone and they refuse to purchase that item. At that time it was working as a problem area for the employees because they were not capable of generating the lead for the organisation (En-gb.facebook.com, 2023). They also cannot be capable of properly fulfilling the target of the organisation therefore it is also one of the pressures for them to sustain in the company for a longer period. In terms of that, the company encountered that the company staff members do not have effective knowledge and training about properly maintaining the content as well as properly communicating with the consumers of the organisation.

As per discussion in the literature review, it has been also identified that the taxation allegation has been conducted on the Vivo Organisation in India. The Indian government traced Vivo in 2022 to tax evasion (Vivo.com, 2023). The company already has a different exemption and also provides half of its turnover out of India. In this way, the enforcement director of the country blocks the different bank accounts of the company and also provides the money laundering allegation to the Vivo company. In this way, it also decreases the name and name of the organisation in the Indian market (En-gb.facebook.com, 2023). After that this type of issue also creates lots of problem areas for the Digital Marketing Executive to sustain in the market for a longer period and also provide an effective experience to the consumers of the organisation (En-gb.facebook.com, 2023). They cannot properly sell their items because the consumers do not want to purchase that type of item. The marketing executive of the organisation also cannot properly communicate with the organisation's customers because they cannot properly maintain the content after the allegation issue.

## 4.6 Practical solutions to downsizing the problems and complete success in “product launching” and sales of the “VIVO V19” helped by digital marketing

As discussed in the literature review section discussing the practical solution to and downsizing the problems and completing success in the product launching and sale of the Vivo V19 that provide her to the Digital Marketing Executive then it has been highlighted properly in this section. When there is a discussion about the marketing of an individual purse packet then it has been encountered that it is also combined in different kinds of processes by which the company consumers can turn into the paying customer (Wei *et al*., 2021). On the other hand when there is a discussion about the marketing team and experience is a challenge then it has been encountered that the business organisation always tries to provide appropriate products and services which are successful within the Marketplace. This can be working as a prevention for the organisation by that they can easily enhance the profitability of the organisation. After the Covid-19 situation, it has been encountered that most organisation faces thoughts of challenges in financial issues.

On the other hand when there is a discussion about the Vivo company then Vivo also face lots of issues while increasing the sale of the company. After the introduction of the Vivo V19 in the Indian market the company owner encountered that they did not have appropriate recruiters as well as that of Digital Marketing executives who have effective skills (HR and Aithal, 2022). In that way, it has been recommended to the organisation that they have to probably allies the skills of the organisation members and also provide appropriate training to them so that they can explore the overall perspective and also properly communicate with the consumers of the market food place. On the other hand when there is a discussion about the skill and training programs that should be effective and also maintain the overall perspective of the company. The Vivo company always tries to explore the types of items white and they can easily identify the customer and also analyse the target ordinances.

On the other hand as per discussed in the literature review section, it has been also identified that the financial situation of Indian consumers is not much effective after the COVID-19 situation. Therefore it is much required by the organisation that they have to properly maintain that type of product and services which can be affordable by the Indian market people (Ravasi, Rindova and Stigliani, 2019). On the other hand, the financial situation of the people is not very effective. They have to also understand the situation and also find out the type of tactics so they can easily understand the sale provisions as well as provide appropriate advantages. Moreover, The Other challenges for the marketers of the Vivo company are the lack of funding as well as resources.

The company encountered at the time of the marketing campaigns, the company does not have an effective and appropriate budget for the overall investment technique, therefore, the phase different kinds of challenges by insufficient funds. After the coconut situation Vivo company also does not have effective investors to properly invest within the company. In that case, it has been encountered that if the organisation can be capable to properly understanding the marketing teams by that they can easily establish the company leadership then it is one of the effective strategies which provide the tracking on reporting system of the investors (Yost, Zhang and Qi, 2021). On the other hand, it is also focusing on the variable performance mattresses of the company so that they can easily understand the customer acquisition cost. The customer acquisition cost and customer lifetime value can be capable of working as an average revenue for the organisation by that they can easily generate the life of the relationship.

On the other hand, the conversion rate is one of the reasons which provides effective knowledge to the marketing Team by which they can easily measure the customers who purchase the product and services after viewing advertisements. It is one of the techniques which provide effective results to the digital marketing team of members of the Vivo team. On the other hand, this type of higher campaign conservation rates can be working as more successful. However, the ROI ratio measurement is one of the perspectives of working on the revenue of the company and also trying to provide the receipt of every dollar within the advertisement processes (Ravasi, Rindova and Stigliani, 2019). The marketing team can be working as a matrix and also show the different kinds of effective campaigns for the organisation. At the end of the point, it has been also encountered that the company is also faced with tax issues within the Indian market.

The company cannot properly slow the overall loss and regulations of the Indian market and government. Hence, it also releases the tax issues and obligations of the Indian government. In that case, it has been suggested to the organisation that to implement the new Vivo V19 within Indian markets they have to first identify all the tax-related rules and regulations in the Indian market (Yost, Zhang and Qi, 2021). On the other hand, carefully follow that type of rule so that they can easily sustain in the market for a longer period.

## 4.7 Summary

After an overall analysis of the analysis and findings chapter, it has been identified that the companies also identify various challenging fees during their execution where they are required to implement new tools and techniques for exploring their knowledge of the divorce field and take a chance to introduce various new solutions to solve those problems. However, after Kuwait 19, it has been identified the company also has various issues regarding the restrictions and the flexibility of the supply chain management system digital marketing strategies for a better outcome. Moreover, various kinds of aspects have been focused on by enterprises in the present time while launching their product into the marketplace. Identification of the target audience, positioning messaging time duration, marketing channel network reviews and approvals and so on. The discussion also takes a case study of Vivo organisation while introducing the coming V19 instrument into the Indian marketplace after the covid 19 situation. Also, take different initiatives to promote digital marketing as one of the key instruments for enhancing marketing and launching the new product into the marketplace. The investigation of the findings and discussion session also indicates that digital marketing is considered one of the effective instruments for establishing the communication network within the work as well as the outsiders. It will also help to reduce the risk and enhance the approach of transformation for a better outcome. Nowadays social media platforms are considered one of the effective technical tools for different businesses to establish an interactive platform with their customers and enhance the advantages of the market. In this way, the various companies also take a chance to adapt the new technology for enhancing the digital marketing of their products for enhancing the knowledge of the customers regarding the product.

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