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IMPACT OF LOCKDOWN DURING COVID 19 PANDEMIC ON ELECTRONIC MARKETING

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ABSTRACT
Electronic marketing refers to marketing of products or services using the internet. However, it is important to know that electronic marketing is not confined only to the internet but it also includes marketing of products or services using wireless media and e-mail. Electronic marketing has various forms such as social media marketing, e-mail marketing, content marketing, search engine optimization (SEO), and paid advertisement such as SEM and PPC along with some other such forms of electronic marketing including influencer marketing and affiliate marketing. The COVID-19 pandemic is the worst pandemic experienced by the modern world and the major reason behind the context is that it shattered the international economy and businesses around the world.

KEYWORDS:
E-Marketing, pandemic, lockdown, Electronic Marketing

INTRODUCTION

Electronic marketing refers to marketing of products or services using the internet. However, it is important to know that electronic marketing is not confined only to the internet but it also includes marketing of products or services using wireless media and e-mail. Electronic marketing has various forms such as social media marketing, e-mail marketing, content marketing, search engine optimization (SEO), and paid advertisement such as SEM and PPC along with some other such forms of electronic marketing including influencer marketing and affiliate marketing. The COVID-19 pandemic is the worst pandemic experienced by the modern world and the major reason behind the context is that it shattered the international economy and businesses around the world. The pandemic was experienced by more than 219 nations around the globe. Likewise, it killed more than 2.16 million people around the world (Hinge, 2020).

The cases were more than 100 million and 55.4 million people around the world recovered from the pandemic. More than half of the nations around the world experienced a severe lockdown situation for months and some of the most affected nations experienced curfew for many weeks. The most significant SOP the world adopted for preventing the spread of this pandemic was social distancing and staying at homes. Therefore, most of the businesses around the world shifted their business activities online. They used various ecommerce platforms in this context for conducting their business task functions. IT systems played an important role in this regard along with digital marketing in helping people shopping from their homes and avoiding travelling and gatherings on physical shopping centers. The major aim of the study is to investigate significant impacts of COVID-19 pandemic on electronic marketing (Hinge, 2020).

Digital marketing boomed during the COVID-19 pandemic as most of the organizations around the world started using different types of electronic marketing such as social media marketing and SEO for advertising and marketing their products and services. The study is particularly targeting the impacts of COVID-19 pandemic on

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electronic marketing in the Turkish market. Electronic marketing experienced an elevation in the Turkish market during the pandemic and the most significant reason behind the fact is that all brick-and-mortar events cancelled around the globe including Turkish market in the second quarter of 2020 owing to the pandemic (Altuntas, 2020). It means that the events like flairs, conferences, and flea markets were cancelled in this context and the marketers had no other option to invest their million dollars in electronic marketing for promoting their products and services.

Another reason was that consumers in Turkish market and other markets around the world hunkered down in their homes owing to the pandemic and they had no other option as well except the online shopping. Therefore, properly advertised products fascinated them and they placed their orders online for shopping those products and services. It is the major reason that expenditures of electronic marketing increased in the Turkish market or it is good to say that most of the companies in the Turkish market increased their investment for electronic marketing in the Turkish market along with other markets around the globe with a primary aim to attract more customers (Altuntas, 2020).

Electronic marketing boomed in the first two months of the pandemic in Turkish market. The ecommerce sector in the county experienced an increment of 57% in its revenue in the country. The overall impact of the COVID-19 pandemic on electronic marketing in Turkish market was good and the Nielsen data suggests that electronic marketing revenue was improved by 171% in Turkey as compared to the last year statistics. More than 41% Turkish started online shopping at the start of the pandemic and it increased gradually to 49% in the mid of pandemic and improved to 80% in the last phase of the first-wave of the pandemic in the Turkish market (Cherif, 2020). It means that electronic marketing and ecommerce improved their revenue gradually in the market and the pandemic has an overall positive impact on electronic marketing in the Turkish market.

Literature Review

A Brief Introduction

The major goal of the section is to understand the impact of the COVID-19 pandemic on electronic marketing under the light of the work of previous researchers or scholars. The COVID-19 pandemic is a hot issue and it influenced every industry including electronic marketing. The report specifically targets the impacts of the COVID-19 pandemic on manufacturing companies of Turkey. Most of the industries around the world changed their mode of business to online business platforms including the Turkish manufacturing companies along with other industries in the country as well.

The study aims to highlight different benefits businesses get from electronic marketing during the COVID-19 pandemic along with the different types of challenges they had to face in this context. Therefore, the section would include the work of other researchers and scholars for reinforcing its arguments.

Effect of COVID-19 Pandemic on Electronic Marketing

The stance of the study is that every coin has two sides and it is the case for the COVID-19 pandemic as well. Therefore, the study suggests that the COVID-19 pandemic has positive as well as negative impacts on electronic marketing specifically in context to the Turkish market.

Positive Effects of the COVID-19 pandemic on Electronic Marketing

The COVID-19 pandemic shattered the global economy and nations had to experience partial or complete lockdown for avoiding the spread of the virus. It means that the countries had to limit their business activities. In the same manner, it became challenging for companies to continue their physical business activities. It was the major reason that most of the companies including the Turkish market shifted their business activities online. It means that the use of digital marketing around the globe increased due to the pandemic. Therefore, it is good to say that the COVID-19 pandemic had a positive impact on electronic marketing (Aday & Aday, 2020). The study under consideration has a perfect match with the current study in the sense that the present study is targeting positive impacts of the COVID-19 pandemic on digital marketing especially in context to the Turkish market. Likewise, the study under consideration is highlighting the role of digital marketing in the food supply chains during the COVID-19 pandemic. It means that the study under consideration is the reinforcing the stance of the current study that the COVID-19 pandemic has a positive impact on digital marketing.

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Moreover, another study, (Tanrıvermiş, 2020) targets the possible impacts of the COVID-19 pandemic on the real estate sector in Turkey. The author states that the pandemics and other such events hurt project development in the real estate sector. For instance, border restrictions and other such challenges caused serious challenges for the real estate sector of the country resulting in a decrease in its sales and revenue. Moreover, the study suggests that the COVID-19 pandemic influenced the tourism activities in the country negatively and it resulted in poor sales of the real estate sector of the country (Tanrıvermiş, 2020). In the same manner, most of the hotels faced a high rate of vacancy owing to limited travel and tourism activities in the country. However, the thing or force that prevented the complete shutdown of the real estate sector of the country was digital marketing.

Negative Effects of the COVID-19 pandemic on Electronic Marketing

No doubt, the COVID-19 pandemic has a positive impact on digital marketing and it allowed digital marketing to grow around the globe including the Turkish market. It means that the COVID-19 pandemic has a negative impact on digital marketing in the sense that it created numerous challenges at the consumer end. Most of the food retail companies in the Turkish market did not know to use digital marketing at its best and it was the major reason that they faced challenges like lack of consumer satisfaction and trust (TEHCİ & ERSOY, 2020). The study under consideration has a perfect alignment with the current study in the sense that the current study is targeting negative impacts of the COVID-19 pandemic on digital marketing and the study under consideration is highlighting various issues or challenges that reduced the scope of digital marketing during the COVID-19 pandemic.

Recommendations for Improving Negative Impacts of the Pandemic on Electronic Marketing

The section highlights different strategies or recommendations for businesses around the world including the Turkish market for improving the negative impacts of the pandemic on electronic marketing. The study, (Shaltoni et al., 2018) suggests that small and medium enterprises should use electronic marketing platforms for improving their business scope.

CHAPTER#3
METHODOLOGY

3.1. Introduction

The primary aim of the chapter is to highlight the methodology used for the study. The methodology chapter would target study design, study philosophy, research approach, and methodological options used for completing the study. Moreover, the chapter includes the research strategy that researchers used for conducting the study along with different techniques for data collection. The most important section of the chapter is the time horizon (Tobi & Kampen, 2017). The primary theme of this section is to highlight time division for the entire task or project. It means that it would include completing time for each project activity. Moreover, the research process plays is helpful for the researchers as it allows them to set specific goals or targets for their research. Furthermore, the research process helps develop study questions for the current research. The researchers would use the data collection process to collect relevant data for answering the study questions (Torres et al., 2018).

The researchers would use the study questions for developing the study hypothesis. It means that the researchers need to go for the accurate research method to ensure that the research method has a positive influence on the research process. Nevertheless, it is important to understand that there is no research method free from limitations or challenges (Mohajan, 2018). Every research method has some sort of challenges or limitations and these limitations have a negative influence on the research scope. Therefore, the researchers need to develop robust strategies to overcome associated challenges or limitations through their knowledge about the selected research method (Mohajan, 2018).

3.2. Research Design

The study is using the exploratory research design. The major reason for using the exploratory research design is that the nature of the contemporary study is exploratory. The study targets the significant effects of the COVID-19 pandemic on electronic marketing. It means that the study is targeting the positive as well as the negative effects of the COVID-19 pandemic on electronic marketing.

3.3. Research Philosophy

The primary aim of the study is to understand the impact of the COVID-19 pandemic on electronic marketing. The COVID-19 pandemic is a hot issue and it influenced every industry including electronic marketing. The

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COVID-19 pandemic shattered the global economy and nations had to experience partial or complete lockdown for avoiding the spread of the virus. It means that the countries had to limit their business activities.

3.4. Research Approach

The primary aim of the section is to highlight the research approach used for the contemporary study. The researchers of the study had two types of choices about the study approach. The first choice was the inductive research approach and the second option was the deductive research approach.

3.5. Methodological Choices

The methodological choices refer to the options the researchers have about the research techniques and research design strategies. The present study is using a pragmatic research design.

3.6. Research Strategy

The researchers need to select an effective study approach for cracking its goals and targets successfully. Moreover, the study aims to assist scholars in selecting an appropriate study design. Therefore, the scholars must go for that research approach that reinforces its objectives and that has a perfect alignment with the goals and targets of the research (Kgatle & Mofokeng, 2019).

3.7. Time Horizon

The section of the chapter targets the completion time needed by the researchers to complete each research activity efficiently. The current study uses the cross-sectional approach owing to the limited time for its completion.

3.8. Data Collection

The current study usedinterviews and document studies for data collection. The study uses a combination of primary and secondary data. The research is using the empirical data collection method (interviews) for collecting the primary data and document studies (literature) for collecting secondary data (Saam, 2019).

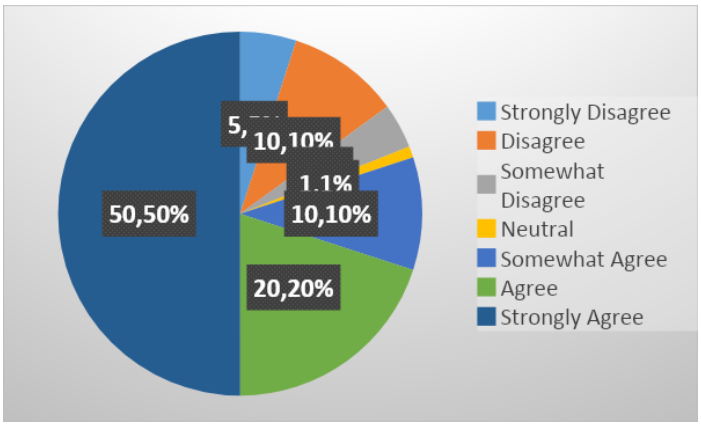
3.9. Research Limitations

The study has some limitations or challenges as well. The research is using a mixed approach for collecting primary as well as secondary data. The research using secondary data can face numerous issues about data reliability and data accuracy (Khoo-Lattimore et al., 2017).

CHAPTER#4
ANALYSIS

4.1 Introduction

The chapter includes results and analysis of the questionnaire responses. The chapter
would target the result of each of the questions and its answers separately and provide a graph of its results. Likewise, the chapter would discuss the result of each question in the questionnaire separately according to the response of the questionnaire respondents.



4.2. Questionnaire Results and Discussion

Question#1

Electronic marketing helped businesses around the world continue their business activities during COVID-19 pandemic.

Result

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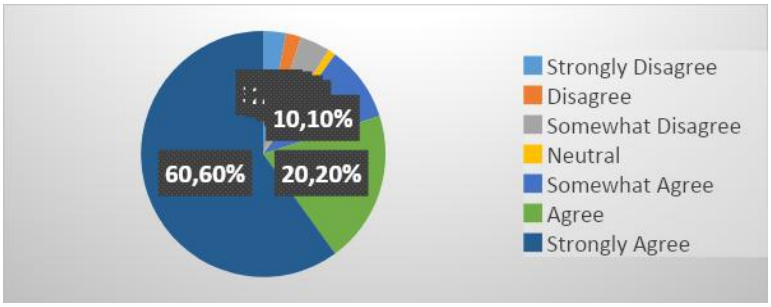
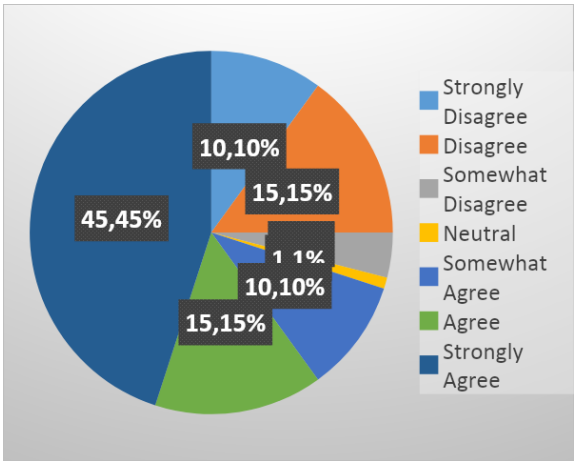
Discussion
The result of the question makes it evident that 50 out of 100 respondents strongly agree that electronic marketing helped businesses around the world continue their business activities. Likewise, 20 out of 100 respondents agree that electronic marketing helped businesses around the world continue their business activities. Moreover, 10 out of 100 respondents somewhat agree that electronic marketing helped businesses around the world continue their business activities.

Question#2
The COVID-19 pandemic has a positive impact on electronic marketing in the Turkish market in terms of sales in the market.
Result



Discussion
The result of the study suggests that 60 respondents out of 100 strongly agree that the COVID-19 pandemic has a positive impact on electronic marketing in the Turkish market in terms of sales in the market. Moreover, 20 respondents out of 100 agree that the COVID-19 pandemic has a positive impact on electronic marketing in the Turkish market in terms of sales in the market.
Question#3
Most of the businesses in the Turkish market used social media marketing during the pandemic due to lockdown situation in the country.
Result



Discussion
The result of the question makes it evident that 40 respondents out of 100 strongly agree that most of the businesses in the Turkish market used social media marketing during the pandemic due to lockdown situation in the country. Likewise, 20 respondents out of 100 agree that most of the businesses in the Turkish market used social media marketing during the pandemic due to lockdown situation in the country.
Question#4
Most of the businesses in the Turkish market used direct marketing during the pandemic through various social media sites like Facebook, Twitter, and Instagram.

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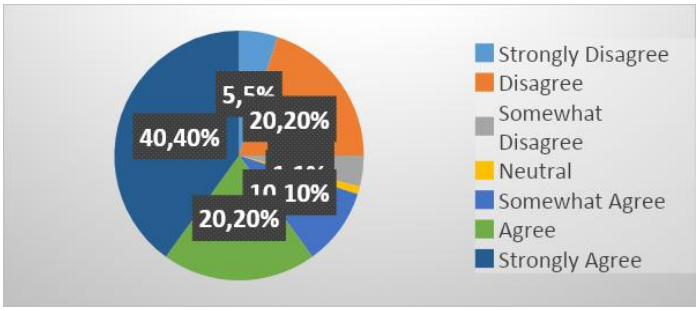
Result



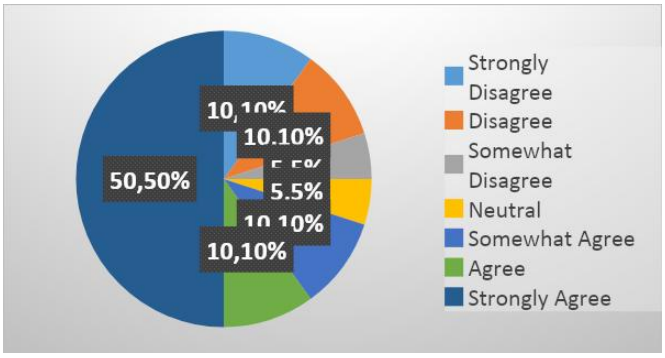
Discussion

The result of the question makes it evident that 45 respondents out of 100 strongly agree that most of the businesses in the Turkish market used direct marketing during the pandemic through various social media sites like Facebook, Twitter, and Instagram.

Question#5

Robust IT systems can help businesses improve their issue of data breaches

Result



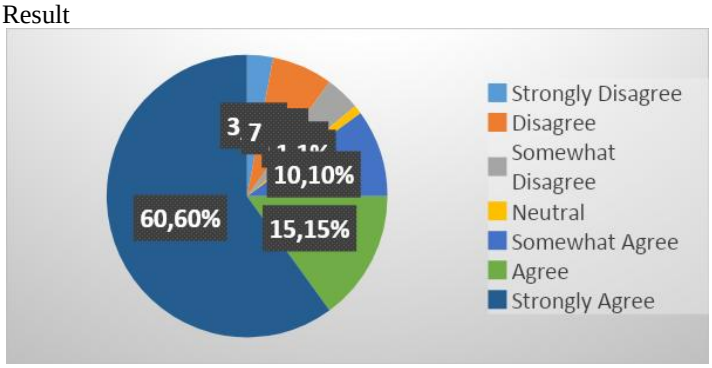
Discussion

The result of the question makes it evident that 60 respondents out of 100 strongly agree that robust IT systems can help businesses improve their issue of data breaches. Likewise, 15 respondents out of 100 agree that robust IT systems can help businesses improve their issue of data breaches. Similarly, 10 respondents out of 100 somewhat agree that robust IT systems can help businesses improve their issue of data breaches.

Question#6

The COVID-19 pandemic has more benefits than harm to electronic marketing in the Turkish market.

Result



Discussion

The result of the question makes it evident that 50 respondents out of 100 strongly agree that the COVID-19 pandemic has more benefits than harm to electronic marketing in the Turkish market. Moreover, 10 respondents

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out of 100 agree that the COVID-19 pandemic has more benefits than harm to electronic marketing in the Turkish market.

Question#7

People increased using electronic shopping due to lockdown situation and closure of physical stores

Result

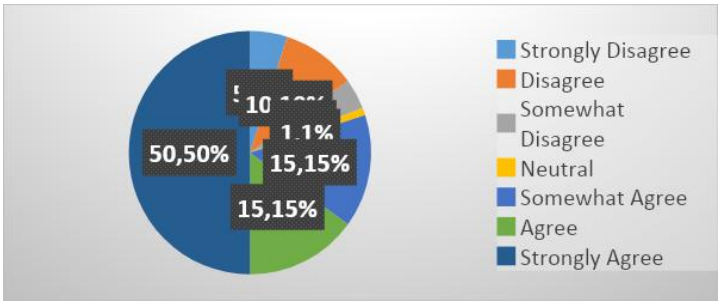
Discussion

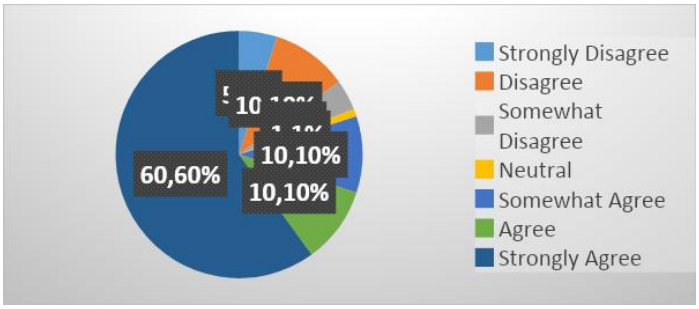
The result of the question makes it evident that 60 respondents out of 100 strongly agree that people increased using electronic shopping due to lockdown situation and closure of physical stores. Moreover, 20 respondents out of 100 agree that people increased using electronic shopping due to lockdown situation and closure of physical stores.

Question#8

Poor employee skills was a serious issue for businesses to use electronic marketing in the Turkish market during the pandemic.

Result





Discussion

The result of the question makes it evident that 50 respondents out of 100 strongly agree that poor employee skills was a serious issue for businesses to use electronic marketing in the Turkish market during the pandemic. Moreover, 15 respondents out of 100 agree that poor employee skills was a serious issue for businesses to use electronic marketing in the Turkish market during the pandemic. Likewise, 15 respondents out of 100 somewhat agree that poor employee skills was a serious issue for businesses to use electronic marketing in the Turkish market during the pandemic.

Question#9

Customers need to have online shopping experience for dealing with such pandemics in the future effectively.

Result

Discussion

The result of the question makes it evident that 60 respondents out of 100 strongly agree that customers need to have online shopping experience for dealing with such pandemics in the future effectively. Likewise, 15 respondents out of 100 agree that customers need to have online shopping experience for dealing with such pandemics in the future effectively.

Question#10

Are you happy with information technology infrastructure based on your shopping experience?

Result

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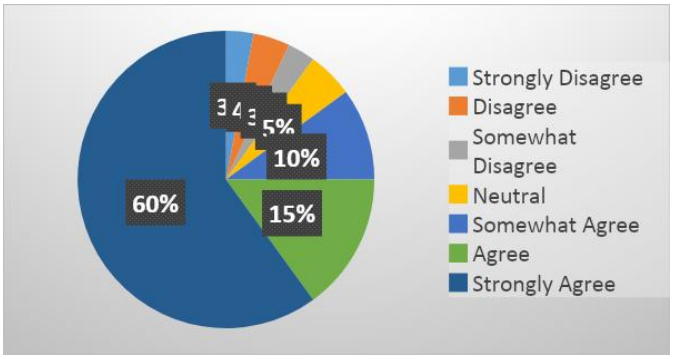


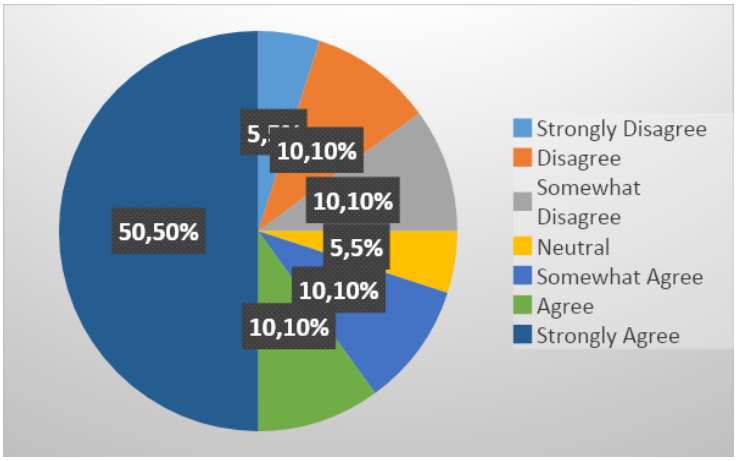
Discussion

The result of the question makes it evident that 60 respondents out of 100 strongly agree that they are happy with information technology infrastructure based on your shopping experience. Moreover, 10 respondents out of 100 agree that they are happy with information technology infrastructure based on your shopping experience.

Question#11

Do you feel secure while shopping from different channels? Answer this based on your shopping experience

Result



Discussion

The result of the question makes it evident that 50 respondents out of 100 strongly agree that they feel secure while shopping from different channels based on their shopping experience. Likewise, 10 respondents out of 100 agree that they feel secure while shopping from different channels based on their shopping experience.

Question#12

Improved staff skills of companies can improve online shopping experience of customers.

Result

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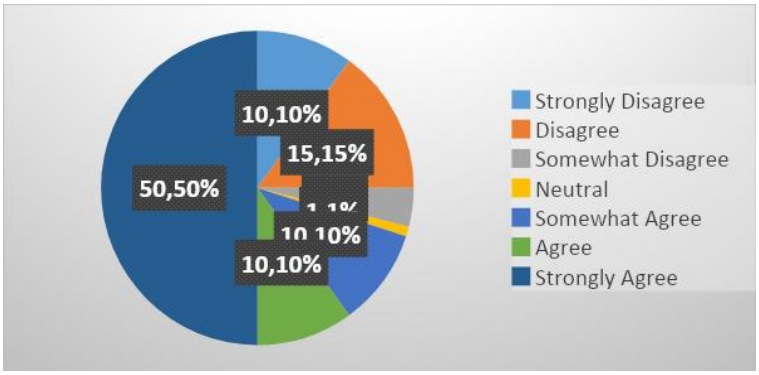
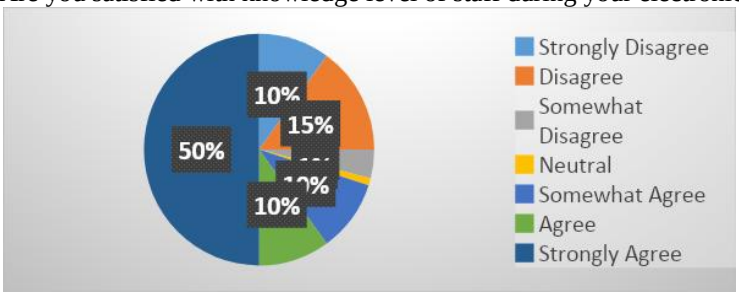


Discussion
The result of the question makes it evident that 55 respondents out of 100 strongly agree that improved staff skills of companies can improve online shopping experience
of customers. Moreover, 15 respondents out of 100 agree that improved staff skills of companies can improve online shopping experience of customers.
Question#13
Was it simple shopping online from various online platforms?
Result

Discussion
The result of the question makes it evident that 50 respondents out of 100 strongly agree that it was simple shopping online from various online platforms. Likewise, 10 respondents out of 100 agree that it was simple shopping online from various online platforms. Moreover, 10 respondents out of 100 somewhat agree that it was simple shopping online from various online platforms. 5 respondents are neutral that means they have no idea of online shopping and they did not experience it.
Question#14
Are you satisfied with knowledge level of staff during your electronic shopping experience?



Result

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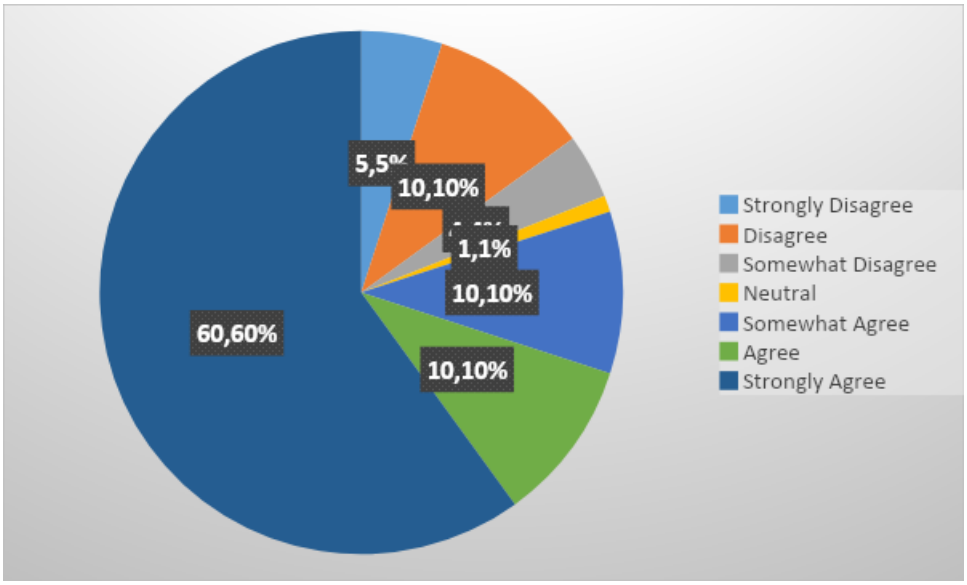
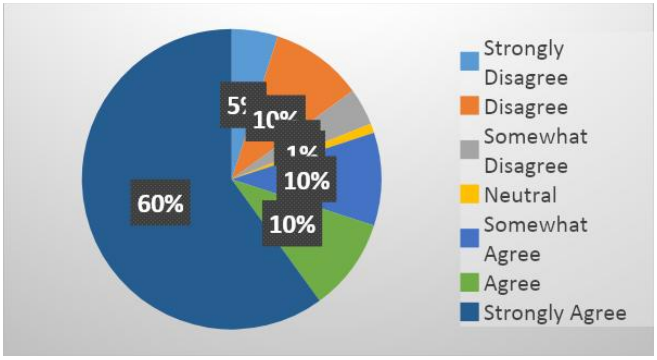


Discussion
The result of the question makes it evident that 60 respondents out of 100 strongly agree that they are satisfied with knowledge level of staff during your electronic shopping experience. 1respondent is neutral in this case that means s/he has no electronic shopping experience.
Question#15
Most of the small and medium companies in Turkey fail to implement the electronic marketing in the Turkish market during the pandemic.
Result



Discussion
The result of the question makes it evident that 60 respondents out of 100 strongly agree that most of the small and medium companies in Turkey fail to implement the electronic marketing in the Turkish market during the pandemic. Likewise, 10 respondents out of 100 agree that most of the small and medium companies in Turkey fail to implement the electronic marketing in the Turkish market during the pandemic. Question#16
Businesses need to train their staff for improving their electronic marketing skills to enhance their efficiency during the future pandemics.

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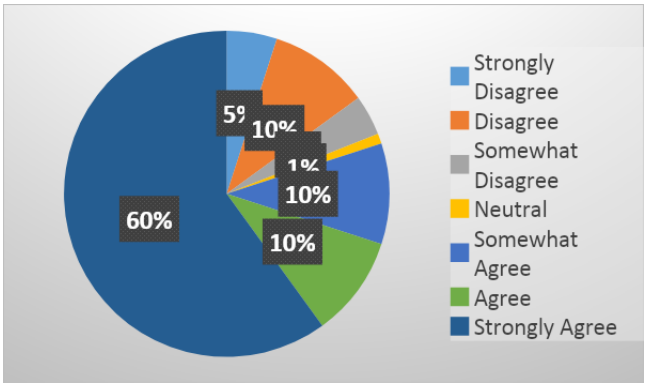


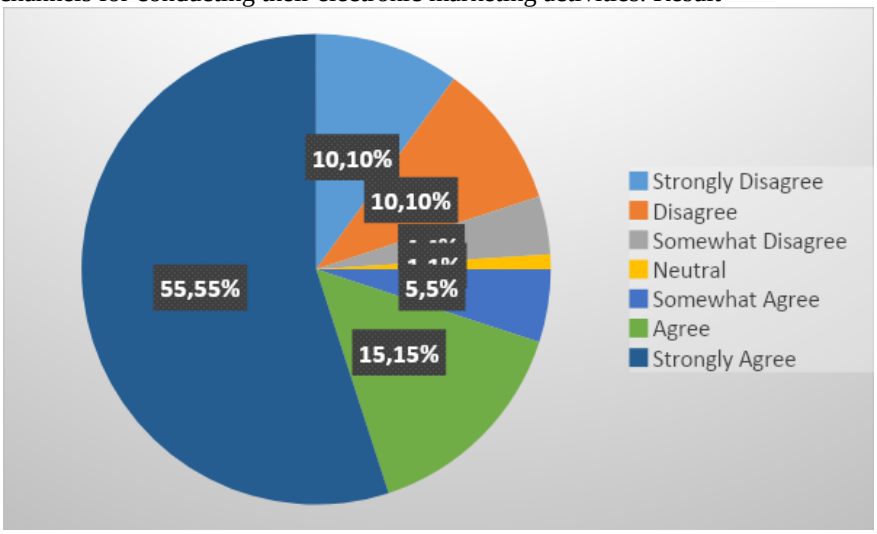
Result

Discussion

The result of the question makes it evident that 60 respondents out of 100 strongly agree that businesses need to train their staff for improving their electronic marketing skills to enhance their efficiency during the future pandemics. Likewise, 10 respondents out of 100 agree that businesses need to train their staff for improving their electronic marketing skills to enhance their efficiency during the future pandemics.

Question#17

Business around the world and specifically the manufacturing companies of Turkey used various social media channels for conducting their electronic marketing activities. Result



Discussion

The result of the question makes it evident that 55 respondents out of 100 strongly agree that business around the world and specifically the manufacturing companies of Turkey used various social media channels for conducting their electronic marketing activities.

Question#18

Facebook is the most used social media channel by businesses to communicate with their stakeholders and to conduct their business activities like marketing and advertisement during the pandemic.

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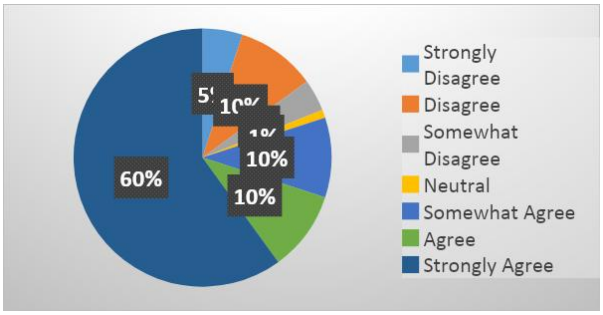


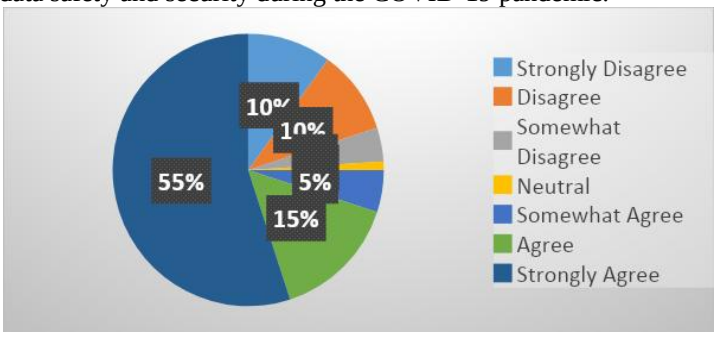
Result

Discussion

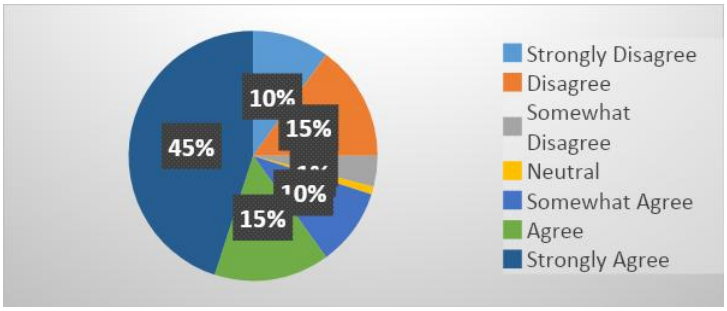
The result of the question makes it evident that 50 respondents out of 100 strongly agree that Facebook is the most used social media channel by businesses to communicate with their stakeholders and to conduct their business activities like marketing and advertisement during the pandemic.

Question#19

The new social media laws enforced in Turkey on Oct. 1, 2020 helped the Turkish companies to manage their data safety and security during the COVID-19 pandemic.



Result



Discussion

The result of the question makes it evident that 60 respondents out of 100 strongly agree that the new social media laws enforced in Turkey on Oct. 1, 2020 helped the Turkish companies to manage their data safety and security during the COVID-19 pandemic. Moreover, 10 respondents out of 100 somewhat agree that the new social media laws enforced in Turkey on Oct. 1, 2020 helped the Turkish companies to manage their data safety and security during the COVID-19 pandemic.

Question#20

Script kiddies are testing out cyberattack packages on a variety of organizations and improving their skills due to the COVID-19 pandemic and it is hurting companies.

Result

Discussion

The result of the question makes it evident that 45 respondents out of 100 strongly agree that the Script kiddies are testing out cyberattack packages on a variety of organizations and improving their skills due to the COVID-

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19 pandemic and it is hurting companies. Likewise, 15 respondents out of 100 agree that the Script kiddies are testing out cyberattack packages on a variety of organizations and improving their skills due to the COVID-19 pandemic and it is hurting companies.

4.3 An Overall Analysis of Results and Discussion

The result of the survey questionnaire suggests that the COVID-19 pandemic has a mixed impact on electronic marketing. It means that the COVID-19 pandemic influenced the electronic marketing positively under specific circumstances like improved customers for electronic marketing.

4.3.1. Positive Impact of the COVID-19 pandemic on Digital Marketing

Likewise, most of the respondents of the study agree that the COVID-19 pandemic has a positive impact on electronic marketing in the Turkish market in terms of sales in the market. For instance, the education ministry of Turkey directed all educational institutions of the country to shift their business activities online.

4.3.2. Conditions in the Turkish Market

Moreover, most of the respondents of the study agree that most of the businesses in the Turkish market used social media marketing during the pandemic due to lockdown situation in the country.

Most of the businesses in the Turkish market used direct marketing during the pandemic through various social media sites like Facebook, Twitter, and Instagram. **4.3.3. Negative impacts of the COVID-19 pandemic and Improvements**

Nevertheless, every coin has two sides and it is the case with the COVID-19 pandemic as well. It means that the COVID-19 pandemic had negative impacts on digital marketing as well especially in case of Turkish markets. For example, most of the consumers faced serious complaints regarding poor services in context to digital marketing and online shopping.

CHAPTER#5
CONCLUSION AND RECOMMENDATIONS

5.1. Introduction

The chapter summarizes the discussion of the previous chapters of the thesis and provides valuable recommendations to businesses for improving their policies regarding electronic marketing to deal with the future pandemics or other such situations. Electronic marketing refers to marketing of products or services using the internet.

5.2. Summary of Findings

The findings of the study suggest that the COVID-19 pandemic has positive as well as the negative impacts on electronic marketing. However, the positive impacts of the COVID-19 pandemic are more than the negative impacts of the pandemic on electronic marketing. Most of the respondents of the study agree that the positive impacts of the COVID-19 pandemic are more than the negative impacts of the pandemic on electronic marketing.

5.3 Recommendations

The study suggests that the management of companies needs to gather two significant areas including business intelligence (BI) and customer insight (CI) for efficient digital marketing (David Stone & David Woodcock, 2014). It means that companies need to follow this recommendation for improving the efficiency of their digital marketing during the pandemic.

5.4 Conclusion

To conclude, the study highlights the impacts of the COVID-19 pandemic on electronic marketing. The study is using the exploratory research design. The major reason for using the exploratory research design is that the nature of the contemporary study is exploratory. The study targets the significant effects of the COVID-19 pandemic on electronic marketing.

5.5 Research Limitations

The study has some limitations or challenges as well. The research is using a mixed approach for collecting primary as well as secondary data. The research using secondary data can face numerous issues about data reliability and data accuracy (Khoo-Lattimore et al., 2017). Likewise, the primary data has various issues as well like the use of poor data collection strategies and poor data analysis.

5.6 Future Studies

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The current study highlights positive and negative effects of the COVID-19 pandemic on electronic marketing. The study highlighted numerous factors or elements that contributed to the negative effects of the COVID-19 pandemic on electronic marketing. **References**

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Appendix

EFFECT OF COVID-19 PANDEMIC ON ELECTRONIC MARKETING QUESTIONNAIRE

	EFFECT OF COVID-19 PANDEMIC ON ELECTRONIC MARKETING	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
1	The COVID-19 pandemic has a positive impact on electronic marketing in the world							
2	The COVID-19 pandemic has a							

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	positive impact on electronic marketing in the Turkish market.							
3	Most of the businesses in the Turkish market used social media marketing during the pandemic							
4	Most of the businesses in the Turkish market used direct marketing during the pandemic							
5	Robust IT systems can help businesses improve their issue of data breaches							
6	The COVID-19 pandemic has more benefits than harm to electronic marketing in the Turkish market.							
7	The COVID-19 pandemic increased the use of electronic marketing in the Turkish market by 141% as compared to the last year							
8	Poor employee skills was a serious issue for businesses to use electronic marketing in the Turkish market during the pandemic							

ANSWER IN YES/NO

9. Businesses should invest in the electronic marketing in the Turkish market for dealing with such situations in the future. (YES/NO)

10. Most of the small and medium companies in Turkey fail to implement the electronic marketing in the Turkish market during the pandemic (YES/NO)