



A STUDY OF THE OUTCOMES OF ADVERTISING IN COVID-19 TIME

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ABSTRACT

This study investigates the relationship between the threat of COVID-19 and consumer testing of a product with complaints about authenticity in advertisements. We suggest that threatening situations like COVID-19 encourage consumers to reduce their uncertainty and increase their choice of products through authentic advertising messages. Because people respond differently to threatening environments based on their pre-existing experience, which is often reflected in a child's socioeconomic status, we assessed whether the child's socio-economic status balances the relationship between the threat and consumer authenticity in advertisements. First, the second data from Google Trends provided strong support for our speculation. In an additional exploratory study, participants evaluated different targeted products in four subjects that may have been forgotten or measured COVID-19 threat. Our results provide compelling evidence that consumers are thoroughly evaluating products with authentic advertising messages under the threat of COVID-19. Consumer motivation to reduce their uncertainty is the basis for the effect of the COVID-19 threat in their analysis of factual messages. This effort to reduce uncertainty is more likely to occur to consumers with the highest social and economic status of the child. These findings suggest that the use of factual complaints during an epidemic can effectively reduce consumer uncertainty and produce positive consumer analysis.

1. INTRODUCTION

The 2019 novel corona virus, known worldwide as COVID-19, has led to unprecedented economic and public health concerns, which could change the way businesses operate. These changes will be limited not only to the way businesses operate but also to the way in which they support and grow their brand and customer base. Central to this concern is how businesses attract consumers and improve their products and services. Business marketing, marketing campaigns and promotional processes will be the core of its potential for future success.

An overview of the outcomes of COVID-19 on advertising, advertising and corporate marketing. This warning includes practical tips for doing better that can help companies understand their obligations and improve their compliance plans to reduce the risks associated with advertising, marketing and other promotional activities after the COVID-19 epidemic.

While there are limits to what the industry itself can control, there is a clear need for advertisers and agencies to adapt to almost all night shifts. The impact of the epidemic varies widely by industry, the medium, and the main markets offered. For example, I recently wrote a spice company that had to shift its focus from advertising to catering and catering to local cuisine due to many closed industry businesses closed and in the process should change pricing, provide new flavor and package size, transform. distribution channels, and shifted focus to almost all of its advertising. The need to adapt quickly to a changing environment is important to many in the advertising and marketing business.

Although the International Journal does not cover specific issues regarding the COVID-19 epidemic, submissions are welcome. Since we are not sure of the duration of the epidemic, authors are especially encouraged to focus on the broader outcomes of their findings that may work when things eventually return to normal, no matter what it may look like. Although my aim here is not to present a complete set of study areas, I would like to point out a few maps that I believe have special powers for research conducted during this epidemic.

One of the most mature areas of research is related to the performance of corporate social responsibility complaints. In a recent study conducted by the Berlin Cameron / Perksy study, a strong majority of young consumers believe that retailers could play a positive role during the COVID-19 crisis. As is often the case with advertising complaints centered on CSR during the epidemic, research into the effectiveness of different types of grievances could be researched using established theoretical frameworks. Exploring various aspects including company / message equity, advertiser trust, and authenticity are also interesting. it is ripe to read during the epidemic.

Changes in media practices and the seller's ability to respond effectively to the promotion of a product or service are also impressive. For example, some artists have turned to providing free online concerts and wine producers offering visual services. Digital is believed to be less affected than other media outlets as solitary confinement is less likely to spend time online, but research what formats and what kind of targeting activity you can effectively conduct timely research.

The concept of 'domestic workers' composed by Jaysen Gillespie of Criteo is also very interesting, with the view that during house closures or extended hours of stay at home, social media users can take on additional value. Consumers, and especially young consumers, can rely on these influences, who often automatically understand where they are going in the life of a fan during a disaster. What the facilitator thinks about how to dress or eat during violence can be very important. The role of homefluencers and the effectiveness of different types of complaints on sites like Instagram and YouTube is worth studying.

Often, during the epidemic, there may be a strong focus on advertising through emotional complaints. Therefore, research on the role of emotions in advertising processing and emotional success is worthwhile. It may also be the case that artificial intelligence platforms that can be used to organize a series of messages based on consumer characteristics and behavior can be explored in a digital context. To assess whether consumers' attitudes toward changes in privacy during an epidemic that may require multiple human testing and / or immunization may be of interest in an area where data security concerns were raised prior to the epidemic, as reflected in the EU General Data Protection Act and the California Consumer Privacy Act.

Another area to consider is how electronic word-of-mouth is affected. Chu and Kim in a recent review noted that eWOM has been growing and consumers are increasingly providing, seeking, and sharing product information online. Research focused on virality, as well as the drivers and level of impact on product images and sales during the epidemic can provide exciting results. Submissions on the above topics and other relevant studies on the impact of COVID-19 on advertisers are welcome.

Many marketing departments will face a challenge: thinking about using smart and innovative marketing strategies and processes that will roam the business with this new standard. For products, this means addressing market changes due to the economic impact on all sectors of the industry dealing with increasing competition when provided to consumers and "normal society" to address sustainability; exploring operational options and the challenges posed by strategic planning in an area of uncertainty analyzing product reputation issues identify potential new products and services needed to meet customer needs and expectations; focusing on innovative marketing campaigns and strategies and targeted advertising; and using the social media platform effectively.

This is particularly important as, thanks to COVID-19, advertising costs are expected to drop to others by 2020 as stores close and revenues decline. For example, one online rental home booking company has announced that it will suspend all marketing activities by 2020 to save hundreds of millions of dollars. Some businesses also focus their spending on targeted advertising, targeted marketing and cause-related marketing. marketing to better satisfy the consumer media use while working from home. For example, 45 percent of global consumers spend more time on social media, online video streaming has increased by 26 percent, online gaming consoles have increased significantly on single-company communications servers, and the number of consumers using online food delivery and delivery of essential goods. Greatly increased.

2. AUTHENTICITY IN CONSUMER BEHAVIOR AND ADVERTISING

Consumers are increasingly looking for authenticity, which has become one of the most important aspects of modern marketing. Research has shown that authenticity reflects product quality and level of trust, improves message acceptance, and enhances perceived quality and purchase objectives. The evidence gathered also suggests that authenticity creates positive consumer responses. For example, found that authentic Korean cosmetics enhance consumer perceptions about quality and lead to higher purchasing intentions. These findings corroborate del Barrio-García and Prados-Peña's research on cultural attractions and Wang and Mattila's research on service areas: A high level of perceived loyalty has a positive impact on sponsorship goals. Buendgens-Kosten also suggested that consumers have an innate desire to find authentic products based on the "realism" of the products and the "authenticity of the origin." Therefore, consumers are not only aware of authentic products and services but also actively seek them when exploring their alternatives.

Acknowledging advertising as an effective means of communicating the authenticity of a product or product, another study series explored how authenticity is transmitted in advertisements. Stern suggests that placing products in a way that is related to real art, based on tradition, and having a practical relationship with the environment can produce authenticity. Botterill further states that in order for authenticity to be conveyed effectively, basic messages of "truth" and "object" must be conveyed. As authentic products produce positive consumer responses, authentic complaints have also been shown to improve consumer product loyalty and increase sales. O'Neill et al. have shown that consumers tend to remain loyal to products they see as genuine and willing to pay premiums.

3. CONCLUSION AND RECOMMENDATION

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Many sales departments will face the challenge of thinking of smart and innovative marketing strategies and processes that will roam the business at this new level. In brands, this means tackling market changes due to economic outcomes in all sectors of the industry facing increasing consumer competition and "normal" public considerations of the sustainability of evaluating operational options and the challenges posed by strategizing in an uncertain environment analyzing product. and targeted advertising and the effective use of social media.COVID-19 has forced many businesses and restaurants to close or provide limited services to their customers. In an effort to minimize revenue losses, businesses have put emphasis on selling gift cards to consumers for use now or in the future. This helps buy when businesses return to "normalcy," and the brands actually get a loan while the epidemic

continues to disrupt business as usual. The use of gift cards enables brands to support a wide range of revenues without cost overruns being traded at a slower business time.

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