

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Economics and Management



Bachelor Thesis

Impact of Covid-19 to Digital Marketing.

Celikbilek Ahmet Said

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CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

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BACHELOR THESIS ASSIGNMENT

Ahmet Said Celikbilek

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Thesis title

Impact of Covid-19 to Digital Marketing

Objectives of thesis

The recent pandemic which caused by "COVID-19" has locked people down around the world. Thus, effecting businesses and their profits, however, companies had to adapt to the given circumstances and make sure that the profits won't decline.

The main objective of the research is to evaluate the impact of "COVID-19" on the digital marketing and how it impacted the customers to shift to online – purchasing? Whether companies started spending more money on advertising online?

Methodology

The main methodological tool for the stated thesis is the questionnaire, which will be distributed among a random sampling group. The age is unlimited. However, the author wants to see the impact of "Digital marketing" on the customer perception and whether the advertising became more – targeted or not. Thus, the questionaries of 17 questions will be conducted to assess the impact and based on the gathered data, conclusions will be made.

The method of contingency table will be also used to confirm the stated hypothesis:

- 1) There is a dependency between gender and online purchases.
- 2) There is a dependency between age and online purchases.
- 3) There is a dependency between occupation and online purchases.
- 4) There is a dependency between gender and category of purchases.

In order to answer the following hypothesis, the author uses a contingency table to either accept or reject the hypothesis.

- The Chi – Square test is used to identify the dependency between two or three different criteria.
- Cronbach's alpha to see the internal reliability of the answers
- Regression model to see the relationship between (DV) and (IV)

The proposed extent of the thesis

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Keywords

Advertising, COVID-19, digital marketing, impact, sales.

Recommended information sources

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The Bachelor Thesis Supervisor

Ing. Lucie Chytílová, Ph.D.

Supervising department

Department of Systems Engineering

Electronic approval: 15. 3. 2023

doc. Ing. Tomáš Šubrt, Ph.D.

Head of department

Electronic approval: 15. 3. 2023

doc. Ing. Tomáš Šubrt, Ph.D.

Dean

Prague on 16. 03. 2023

Declaration

I declare that I have worked on my bachelor thesis titled "***Impact of Covid-19 on Digital Marketing***" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the bachelor thesis, I declare that the thesis does not break any copyrights.

In Prague on _____

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I would like to thank my thesis supervisor for his advice and support. I appreciate the time of **Mgr.Ing, Chytilová, Ph.D.** spent correcting my work and directing my thoughts back on track. I am happy to study from such a great teacher, and qualified specialist as Mgr.Ing, Chytilová, Ph.D.

Impact of Covid-19 on Digital Marketing

Abstract

The covid's affection left an imprint on the business activities and the way they shifted their marketing strategies towards digital world to survive on the market. The Bachelor Thesis tries to discover how companies changed their strategies to make sure that the profit won't be affected. The study shows various impacts of COVID-19 on businesses and how companies adopted to digital marketing by building a strong CRM strategy. On the other hand, the empirical part will demonstrate how consumer side has also shifted to online purchasing world due to a long-lasting lockdown. The purpose of this research is to find out how customers view the digital marketing and whether it has improved its quality and services whilst ongoing pandemic. The author runs a survey of 17 questions to test the dependency between age, occupation, gender and frequency of purchases. There are 9 questions that are evaluated by the Liker – Scale method and represent a certain dimension.

Key words: Advertising, COVID-19, digital marketing, impact, sales.

Dopad covidu na digitální marketing

Abstrakt

Covidova náklonnost zanechala otisk v obchodních aktivitách a způsobu, jakým posunuli své marketingové strategie směrem k digitálnímu světu, aby přežili na trhu. Bakalářská práce se snaží zjistit, jak firmy změnily své strategie, aby se ujistil, že zisk nebude ovlivněn. Studie ukazuje různé dopady COVID-19 na podniky a jak společnosti přijaly digitální marketing vytvořením silné strategie CRM. Na druhé straně empirická část ukáže, jak se spotřebitelská strana také posunula do světa online nákupu v důsledku dlouhotrvajícího uzamčení. Účelem tohoto výzkumu je zjistit, jak se zákazníci dívají na digitální marketing a zda se zlepšila jeho kvalita a služby během probíhající pandemie. Autor provádí průzkum 17 otázek, aby otestoval závislost mezi věkem, povoláním, pohlavím a frekvencí nákupů. Existuje 9 otázek, které jsou hodnoceny metodou Liker – Scale a představují určitou dimenzi.

Klíčová slova: Reklama, COVID-19, digitální marketing, dopad, prodej.

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Introduction

The new era of digital tools had immensely impacted the economy and how businesses function nowadays. Today, users share any type of information online, hence businesses have had to adopt to such changes and focus more on digital marketing tools and the way its processes run. However, for the past two years, companies have been constantly improving operational patterns to make sure they won't go bankrupt. Those changes have happened due to a global lockdown which was mainly caused by "Covid-19" which has been firstly discovered in China, Wuhan City in 2019, December 8th (Yu, B., Chen, X., Rich.S., Qiqing, M., 2021).

Regardless of the situation, the digital marketing enabled to people different technological developments which were defined as a form of marketing campaigns through which, goods and services were promoted, just by using an internet technology.

According to Suwarno et. al. (2019) digital marketing is the most effective technique for businesses to sell its goods and services, claims. Additionally, these writers demonstrate how technology advancements have dramatically altered the conventional approaches to brand promotion. SMEs¹ are less competitive than other businesses that are structured using the new forms of business based on Information and Communication Technologies (ICTs) and the internet since they are not yet commonly using digital marketing.

Both emerging and developed economies place a high value on the business sector since it contains companies that are desirable due to their innovation and entrepreneurial traits. Considering how modern culture has evolved, it is generally recognized that SMEs have a significant economic influence in addition to their numerous positive social effects.

The covid-19 outbreak has caused many problems to supply chain, many firms had to stop its transportation channels as a result of the enforced restrictions and the recommendation to stay at home, as a consequence, there was clear evidence of an increase in online buying transactions (Ritz, W.; Wolf, M.; McQuitty, S., 2019). Although the effects of the pandemic's

^[1] SME's – Small and Medium Size Enterprise

tremendous disruption on digital marketing are impossible to predict, they will undoubtedly affect new marketing methods, ideas, and fundamentals. Due to the shifting beliefs, values, attitudes, and behaviours brought on by the epidemic, as well as both positive and negative experiences, digital marketing may provide a chance for businesses to draw in new clients.

Digital marketing was the main tool to attract new customers and gain their trust over online platforms. Additionally, the expenses for such services have increased, thus, companies had to consider the fact and include such expenses as an input in their production, regardless of industry (retailing, heavy industry, IT and etc). (Kovalenko, A.; Kuzmenko, Y., 2020).

This research has a following structure, first, the first part of the thesis is devoted to the theoretical background which describes the digital marketing strategies, its main tools and how they help businesses to achieve certain results. The theory also covers the second side of the research, consumer's side and how it got effected from the consumer's point of view, its challenges, and advantages.

The empirical part is based on the qualitative data, gathered by the author with the form of online survey. The author plans to get a random sampling of 100 respondents; however, the detailed methodology will be described in the following chapter.

1 Objectives and Methodology

1.1 Objectives

The recent pandemic which caused by “**COVID-19**” has locked people down around the world. Thus, effecting businesses and their profits, however, companies had to adapt to the given circumstances and make sure that the profits won’t decline.

The main objective of the research is to evaluate the impact of “COVID-19” on the digital marketing and how it impacted the customers to shift to online – purchasing? Whether companies started spending more money on advertising online?

1.2 Methodology

The main methodological tool for the stated thesis is the questionnaire, which will be distributed among a random sampling group. The age is unlimited. However, the author wants to see the impact of “Digital marketing” on the customer perception and whether the advertising became more – targeted or not. Thus, the questionaries of 17 questions will be conducted to assess the impact and based on the gathered data, conclusions will be made.

The method of contingency table will be also used to confirm the stated hypothesis:

- 1) H0: There is no dependency between gender and online purchases.
- 2) H0: There is no dependency between age and online purchases.
- 3) H0: There is no dependency between occupation and online purchases.
- 4) H0: There is no dependency between gender and category of purchases.

In order to answer the following hypothesis, the author uses a contingency table to either accept or reject the hypothesis. The **Chi – Square** test is used to identify the dependency between two or three different criteria.

1.2.1 The categorization of data

There are two types of data that construct the categorical variable (Hlavsa & Pacáková, 2020).

- Ordinal data (age group, income level, education)
- Nominal data (nationality, gender and etc).

In this research, the author uses both categories. Thus, it is relevant to apply proper tests to see the dependencies between the purchasing online and gender. Contingency table consists of 2 columns and 2 rows, that might detect the dependency.

There are at least four steps to consider:

- 1) It is needed to state a null hypothesis H_0 : that claims that there is no relationship between two variables, whereas an alternative hypothesis claims the opposite.
- 2) Secondly, it is important to consider the level α^2 , mostly used – 0,05.
- 3) If the Chi – Square test is applicable when:
 - a) Sample size is more than 40 people -> Chi – Square test.
 - b) If sample size $20 < n < 40$, a need to check the expected frequencies If all of them are greater than 5, we can use the Chi – Square test, if less than 5, we apply Fisher's factorial test.
- 4) If sample size $20 < n$, we only use Fisher's factorial test (Hlavsa & Pacáková, 2020).

^[2] The alpha value, or the threshold for statistical significance, is arbitrary – which value you use depends on your field of study. In most cases, researchers use an alpha of **0.05** which means that there is a less than **5%** chance that the data being tested could have occurred under the null hypothesis.

Table 1: Contingency Table (2x2)

Var A / Var B	B1	B2	Total
A1	A	B	$A + B$
B1	C	D	$C + D$
Total	$A + C$	$B + D$	n

Source: Own processing.

1.2.1 Independency test with a classical contingency table

There are four steps that need to be taken in order to analyse the association between categorical variables using a traditional contingency table (2x2):

- 1) Then, a null hypothesis entitled H_0 will be established, which will assert that there is no connection between the two factors. The next step is to formulate an alternate hypothesis, often known as a H_A , which assumes that there is a connection between the two variables.
- 2) Define, the value of *a level*, or *significance level*.
- 3) Determine if the Chi – Square test for hypothesis testing, there two conditions to fulfil.
 - a) A maximum of 20 % of expected frequencies is < 5
 - b) No expected frequencies are less than 1.

Table 2: Classical Contingency Table

Var A/Var B	B1	B2	...	B _j	Total
A1	k ₁₁	k ₁₂	...	k _{1j}	k _{1.}
A2	k ₂₁	k ₂₂	...	k ₂₁	k _{2.}
....
A _i	k _{i1}	k _{i2}	k _{ij}	k _{i.}
Total	k. ₁	k. ₂	k. _j	k

Source: Own work.

2 Theoretical Part

This chapter is dedicated to explaining the meaning of digital marketing, its types, tools and strategies used to achieve a certain level of results.

2.1 Definition of digital marketing

The term "digital marketing" refers to a collection of tactics used by businesses to communicate to clients via digital channels so that the latter can purchase the goods and services. To do this, businesses create platform or apply one or more innovation processes that are proactively supported online (Kingsnorth, 2022). This shows that the introduction of these new digital technologies has significantly altered the present purchasing and collaboration procedures between enterprises. However, companies continue to employ business techniques like promotion and message distribution that are common in conventional marketing. For instance, companies like Google have broadened the scope of searches, offering businesses a competitive edge to gradually draw in clients while having to spend a lot of money on sales and advertising strategies.

Digital marketing specialists each have their own definitions. Uchenna & Louis (2018) define digital marketing as a branding and marketing activity that makes use of a variety of media. For instance, blogs, websites, email, and different social media platforms. Additionally, according to Wendy et al. (2019), digital marketing refers to any method of advertising products or services online. Digital marketing exploits the advancement of the digital world to conduct covert advertising that has a significant impact while not being explicitly seen. Businesses are using digital marketing more and more. This demonstrates the numerous advantages and gains associated with digital marketing.

Digital marketing is an innovative method that allows businesses to generate revenue without having to interact directly with clients. This marketing strategy places a strong emphasis on the feelings and associations that consumers have with various companies. Customers can form powerful ties and meaningful connections using personalised marketing methods. The process of optimizing a company's presence on social media starts with the production of visually appealing and pertinent content that is related to the company's products

or services. This is subsequently followed by the addition of additional, in-depth business information to the company's own website, the maximization of sales through online marketplaces and e-commerce to broaden the industry, and the establishment of emotional engagement with customers in order to keep them as clients. In the age of digital technology, all human behaviours that might be of assistance to business processes are potentially significant. These kinds of variables could have a considerable impact on the rate at which costs associated with digital marketing continue to climb as well as the quantity of smartphones that are purchased in developed nations (Prihadini, Nurbait, and Heksawan, 2020).

2.1.1 Advantages of digital marketing

There are many advantages of digital marketing that surpass the conventional marketing and Solomon (2015). They listed the following:

- a) Speed of information – in digital marketing can be implemented extremely fast, in a matter of seconds, the information will get from one point of globe to the other.
- b) Easy to evaluate - the benefits of marketing efforts may be seen right away by leveraging internet media. Details include how long the advertisement was viewed for, how many individuals looked at the company's merchandise, and what proportion of sales were generated by each advertisement. Knowing this information allows the business to assess the effectiveness of its marketing and make necessary improvements.
- c) Unlimited audience - is another advantageous trait that extended global scope of digital marketing and represents the next benefit, where, through digital marketing, information about a business or product can be shared online in just a few simple steps with people all over the globe.
- d) Low-cost and efficiency - digital marketing is very affordable and efficient than traditional marketing. According to Gartner's Digital Marketing Spend Report, budget

savings might reach 40%. In addition, the poll reveals that 28% of small business owners would go to digital since it is known to be more efficient (Gartner, 2022).

- e) Creation of a brand - building a strong corporate brand or product brand name requires effective digital brand promotion. Because individuals explore online before making purchases, it is crucial that there is cyberspace and that there are product brands.

2.1.2 Disadvantages of digital marketing

However, in controversy, there are many disadvantages too, that firms and organizations need to consider, to be ready for unexpected circumstances. The disadvantageous list was mainly described by (Barwise et al, 2017; Wright, 2005; Yurovskiy, 2014):

- a) Digital marketing techniques are easily replicable (Barwise and Barta, 2017) stated that major risks of Internet marketing is that any specific goal may easily be duplicated by a competitor, and many had undertaken so with complete disregard for the potential legal repercussions their actions may have. Company titles or images can be utilized to deceive buyers and take a significant portion of the overall market away from you. Not only that, but these may also be used to spread false and unfavourable information about your company, product, or brand, which can ruin your internet reputation and cost you a lot of targeted clients.
- b) Internet marketing might lose in the din of digital advertising: The internet economy is filled with both legitimate businesses and shady characters like terrorists, spammers, and con artists, therefore the Internet is overflowing with tons of online chaos. It would be extremely difficult for Internet sponsors to be seen by their target audience. Currently, a small percentage of consumers will generally ignore Internet advertising, resulting in significant traffic and revenue losses for legitimate businesses. (Wright, 2005.)

- c) Some platforms might not be the best marketing channels for products. A few companies notably concentrated on markets which online marketing platforms would not be able to reach. A few services and goods cater to the more seasoned, while a few prices are technically adept and probably won't approach or don't even have the faintest idea how to use the internet. If that is the case, you may be sitting around and investing time in marketing your goods or services through online channels. (Yurovskiy, 2014).
- d) Too Such Competition in Internet Marketing: In reality, Internet marketing faces an unusual challenge of heavy competition, much like the expansion of online promotions. Digital publicists are vying for the best visibility for their marketing and promotion activities, and given the intense competition, it will be very difficult and expensive to stand out enough to be noticed by targeted audiences (Yurovskiy, 2014).

However, there are many studies which summarize the pros and cons of digital marketing, and advise to what industry, the digital marketing is applicable and stand along with the business functions and which businesses should probably avoid the usage of digital marketing.

Moreover, according to Nadaraja and Yazdanifard (2022) the social media is now pervasive and crucial for social marketing, structure of a content and access to internet. Social media creates a massive market spot for firms and provides a massive independent ability to promote its services online, be consistent with that and provides with a quick response. For example, the social media is being one of the digital types of marketing, provides businesses with an ability to reach people out across the whole globe. However, their article on social media and its advantages debates, whether in reality, social media is beneficial or not, as it also contains rumours and black – image.

Todor (2016) asserts that it is undeniable that we are living in the digital age, in which social media and internet marketing have a fundamental impact on how customers behave and how businesses collaborate and that it is essential for businesses to adapt to the new reality. The best method for dealing with the massive changes is the automation of each the processes due to the rapid technological evolution, the constant rise in demand and supply, the extension of the

inventory network, and the vast amount of data. However, the ignorance of the traditional marketing is not an option, experts and advising firms on marketing propose to mix those two together, rather than disregarding one of them.

2.2 Types of digital marketing

This chapter is devoted to different types of digital marketing. The author considers this part important because, it will be directly linked with the “Empirical part” of the thesis.

Based on the (Kingsnorth, 2022; Lazaris, 2015) they list several impactful tools that are mainly used by firms and its internal marketing departments. Those types of digital marketing is seen by users on a regular basis and some users unconsciously get involved with its context every day.

- a) Web site – is a crucial role in demonstrating the organization's professionalism, assisting consumers in learning about the company's operations, effective advertising, and convenient business media.
- b) SEM or Search Engine Marketing – is intended to locate the websites on a first place, when searching for a certain product. There are two types of “SEM's” and “SEO's”. The SEM's is much expensive however, takes less time to find a potential customer, whereas the SEO's are less expensive, but takes much time to find a customer (Lazaris et al., 2015).
- c) Social media sites like Facebook and Twitter may be utilized for promotion because doing so costs little to nothing at all. This strategy might improve the company's reputation. In a changing business environment, social media marketing is increasingly widely used by SMEs (Madukua, K., and Mpinganjirab, M., 2016) and its adoption is growing as social media culture rises.
- d) Online advertising is a kind of paid online promotion. Although it costs more than the previous model, it can satisfy customers more swiftly. Promotion through internet advertising shapes favourable customer perceptions, spurs consumers' shopping intents, and ultimately influences their purchasing decisions.

- e) Video marketing –allows the organization to quickly describe its operations, describe the product and how to utilize it, and display user reviews. Companies reflecting the trends where customers like viewing commercial films on sites like YouTube have embraced this marketing strategy broadly (Oh et al., 2018).

2.3 CRM and its concept

Customer Relationship Management, also known as CRM and usually shortened as "CRM," is a business method designed to handle positive connections with clients or consumers, gather all relevant customer details, and then record the actions of salespeople, particularly when interacting with prospective clients or clients who have become regulars. CRM is an acronym for Customer Relationship Management (Tun Chin et al., 2015; & Veraki, 2017). The primary goals of implementing CRM within the organization are not only to cultivate positive relationships with clients, but also to boost long-term sales and bring in a profit (AlQershi et al., 2020; AlQershi et al., 2018; Al-Nashmi & Al-Kholidy, 2016). In a formulation that is more specific, the existence of CRM is beneficial in that it helps a great deal in offering relevant necessary data on consumers, customer requests, and consumer desires, which, if realized, may improve the business's revenue (Soltani et al., 2018; Lebdaoui & Chetioui, 2020; Aldoseri et al., 2019). (Uchenna. U, and Nzegwu, L., 2018)

CRM seems to be a helpful tool that may be used to increase client retention. It will be extremely helpful for businesses to comprehend the consumers they serve on a continuous basis if they obtain information about them via SMS, e-mail, phone calls, websites, and social media. This would allow businesses to solve inquiries in an approach that is tailored to the requirements of their customer base, easily fix issues that are experienced by customers, and perhaps even compensate further attention to the needs of individual customers. The provision of continuous awareness has the potential to strengthen client loyalty to the products and brands of the company. The data that is obtained through CRM may additionally serve as a resource enabling businesses to make numerous changes and increase the level of their offerings for the better (Lindgreen and Wynstra, 2005). In addition, effective management of the company's financial resources. The implementation of CRM in a company could result in lower marketing expenses.

This occurs as a result of the fact that every product that has been released has unquestionably found its place in the market. As a result, the company does not require any further surveys to be carried out.

It is possible to provide better customer care while simultaneously streamlining the company's budget by using Customer relationship management in the operation of a firm. As a result, the budget is not squandered on customer service that is off target. An effective CRM strategy that targets the services that need to be delivered can have a significant influence on the amount of revenues that have been generated. The existence of the CRM program affords a great number of practical benefits, particularly in the management of issues arising from client requests.

2.4 Covid and its impact on customers during pandemic.

Examining the user experience is the first step that must be taken before considering the impact that the digital revolution has had on the purchasing habits of consumers. According to Van Bruggen et al. (2010), the customer experience may be broken down into many distinct phases, with advertising serving as an essential component of the whole process. The customers begin their acquaintance with the good or services of interests by doing online research, and then they proceed to make a purchase based on their preference. As a direct consequence of this, a financial transaction occurs between the customer and the store in this manner. The writers explain that the zeal with which customers engage in the various phases of the purchasing decision is determined by the amount of time and expertise they have available to them, as well as the qualities of the product that piques their interest. Each step of this process, on the other hand, is intertwined with the request that the strategic promotional supply products that are communication. Taken together, merchants can correctly map out the consumer purchasing process, and from there, they can choose which network provides the best fit for each phase of the procedure. This is how a channel roadmap is constructed.

In addition to the multichannel strategy, the effective communication strategy is an additional aspect that plays a vital role in the customer experience. According to Bommel, the

Alamaki and Korpela (2021) behaviors of customers should be associated with the purchase decisions that customers have already participated in with the firm in the previous. This connection may be used to assess what kind of material the customers associate with, which will, as a result, help in the process of developing an efficient plan for involvement. One may argue that the process of formulating a communication plan has gotten more difficult in light of the rapid pace of technology advancement. Clients are much more active online and in regulation of where they want to concentrate the majority of their focus, which implies that in order for vendors to successfully capture value for the customer, they need to design enticing user experiences which are based on each stage of the buyer's journey. This is essential because, in the modern day, consumers may interact with merchants in a variety of ways, including across a wide variety of endpoints, multimedia, and platforms. As a result, there is an increased desire to provide a customer satisfaction that is fully connected (et al. Gao, Guo and Liu, 2020).

By taking into consideration the connection between a channel roadmap and an engagement strategy and the customer experience, it is possible to argue that the pandemic had a substantial impact on the purchase behaviour of consumers. According to the results of a poll conducted by McKinsey, customers have faith that their expenditure would be distributed over a wide range of channels. Customers from Western Europe will increase their spending in offline channels, such as convenience stores, to purchase essential items such as groceries and household necessities, whereas participants from the United States demonstrate they're willing to utilize digital platforms for the identical items delivered to their homes rather than shopping offline (Aryapadi et al., 2020). The transition of the channel into an online version may be one reason that contributed to the respondents' statements that they would do their shopping for semi things online. In addition to this, the results of the poll point to a tendency of quick downloads for application delivery (Verhoef et al., 2019).

In conclusion, the analysis of the relevant research revealed how customers still place a high value on two post characteristics: specifically, the availability of free returns and product delivery, in addition to the provision of rapid shipments (Fiedler et al., 2020). In addition, an

explanation presented by Kim and Chun (2018) is used in order to underline that the accessibility of data would be another aspect that is important for consumer purchasing behaviour. According to the research, in order for customers to have a strong desire to purchase, they need to be aware of which products are currently available. Hence, clients are less inclined to make an order with a website that fails to give details on the status of the product or service in question. As a consequence of this, one might argue that providing the customer with up-to-date and pertinent information throughout the decision-making process is of significant importance to the client. This may be linked to the availability of knowledge, which assists in the process of making decisions that are justified (Goyal, M., 2020).

2.4.1 Covid and its impact on Digital Marketing

COVID-19 is a disease which is readily transferred and is induced by a disease infection called the Corona Virus. The government has given an order to the population instructing them to keep a physical separation from one another in an attempt at preventing the spreading. Altering one's buying habits to focus more on online rather than in-person transactions is one approach to the problem that may be adopted. In a similar vein, the business has shifted away from traditional advertising in favour of digital marketing as its primary mode of advertising. As a result, companies are finding the COVID-19 epidemic to be an incentive to implement digital advertising. In addition, companies have the opportunity to advertise themselves through e-mail marketing, video marketing, online advertising, social media marketing, search engine marketing, and the promotion of their websites via various search engines and social media platforms.

2.5 Summary of the literature review

According to the findings of Yogi (2021) investigation, the COVID 19 pandemic is one of the most severe in terms of the impact it has on healthcare system. In addition to this, it has had a significant influence on an integrated advertising plan, which also has resulted in improved engagement across a variety of marketing operations. This has led to the identification of a variety of concerns pertaining to safety, which has facilitated the development of appropriate

communication, as well as the creation of observations based on initial data, which has facilitated the development of versatility, along with support from a variety of top management levels.

Astari (2021) explored how the "COVID-19 epidemic" had produced a legitimate component of the commercial market, with customers searching for notice and attempting to locate the finest alternative by making use of the correct internet technology. Also, it has brought about certain adjustments in the business sector, moving it away from the practice of "traditional marketing" and toward the practice of "digital marketing." It is currently connected to many businesses that are using search engine optimization (SEO), online advertising, as well as other "digital marketing tactics" in order to recognise some of the advantages which are received by businesses as both a result of "digital marketing."

The true notion of digital marketing initiatives is outlined in the social capacity building, as well as its specific growth chances in the market (Karmeli et al. 2021). The financial performances of those e-commerce enterprises that could boost the environmental capabilities have really been successful, and this has raised the growth prospects in the business research. These aspects of the job have the potential to improve the significant business generators, which in turn may improve the function of digital marketing in order to produce more revenues and more connections with the clients of the business. It really has effectively targeted a variety of client subgroups, each of which has a number of benefits in their most current market trend. This endeavour in digital marketing has an extremely important influence on the way in which corporate environmental practices are conceived and implemented.

3 Empirical part

This part is devoted to illustrating the finding that author analysed by gathering 174 respondents with a help of own survey.

3.1 Data collection

The study presented in this thesis contains some quantitative data. According to Bryman and Bell (2011), while collecting data, researchers may use a variety of methods based on the quantitative analysis that they are doing. The major technique of data collecting in this research is quantitative, which reflects the nature of the study itself.

3.2 Research method

The design of the research incorporates both qualitative and quantitative approaches and techniques. Our inquiry relies heavily on descriptive study to get information. Explanation questionnaires, wherein theory-based connections between data are investigated, belong to the methods used quite frequently in descriptive study. Analyses of concepts and assumptions are conducted using a qualitative approach that places an emphasis on the explanation and understanding of the conditions surrounding the various components (Creswell and Creswell 2017). Doing descriptive study has a number of benefits, including illuminating for the researcher the perspective of an individual in relation to a changing social reality.

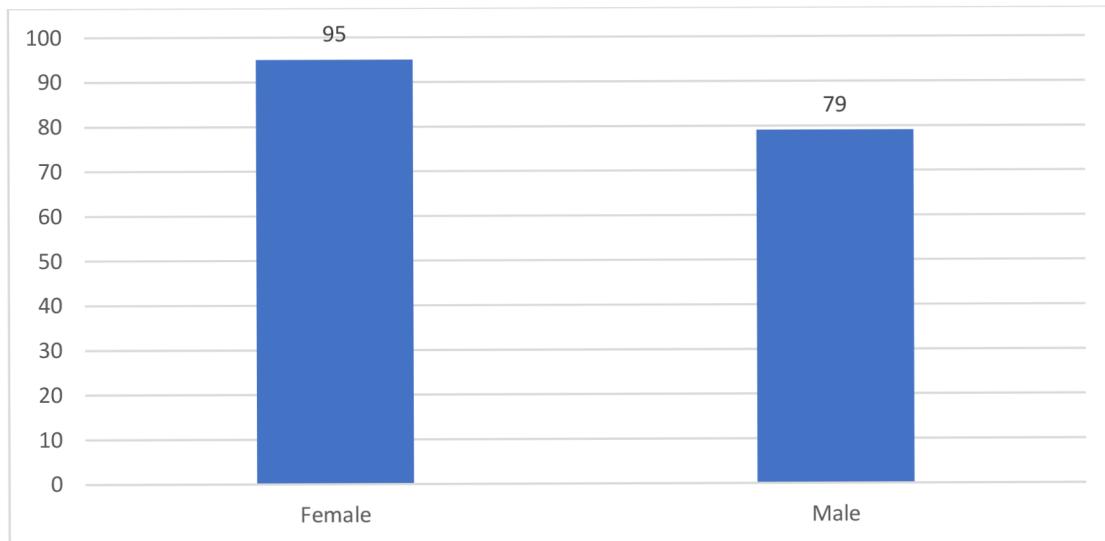
3.3 Outcomes of the research

To start – off , the author would represent the personal information about the participants. Such factors as: (Gender, Occupation, Age, Income level) will be presented with the help of graphs and diagrams.

Further, the author illustrates the regression analysis as well as co – independence tests to see, whether there are dependencies between two factors.

The following graph depicts the distribution among gender. There is a slight dominance of female over male in participation. The author relies on the random sampling to confirm assumptions stated in the “[Chapter – 2.2.1](#)”.

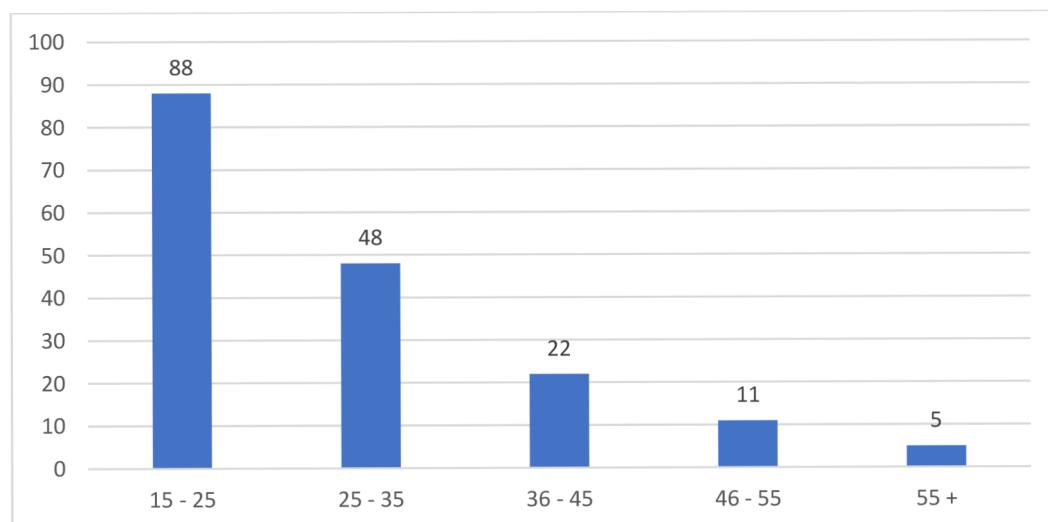
Figure 1: Gender participation



Source: Own processing, Excel.

Figure 2: Age

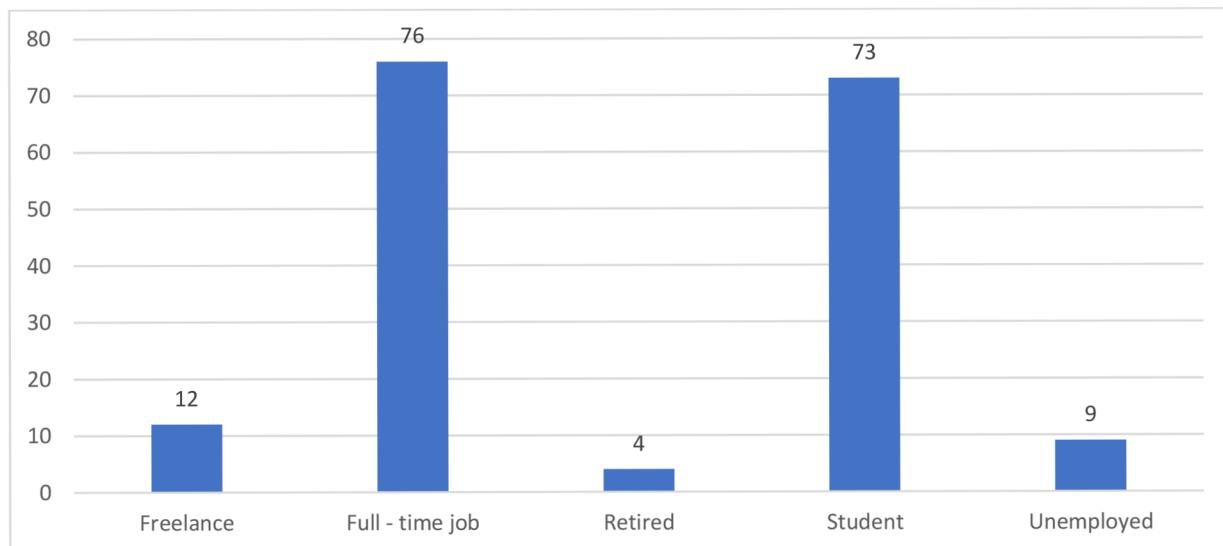
The following figure above, depicts the age participation in the survey, majority of people were aged between “15 – 25” followed by “25 – 35”, “36 – 45”, “46 – 55”, “55+”.



Source: Own processing, Excel.

Figure 3: Occupation

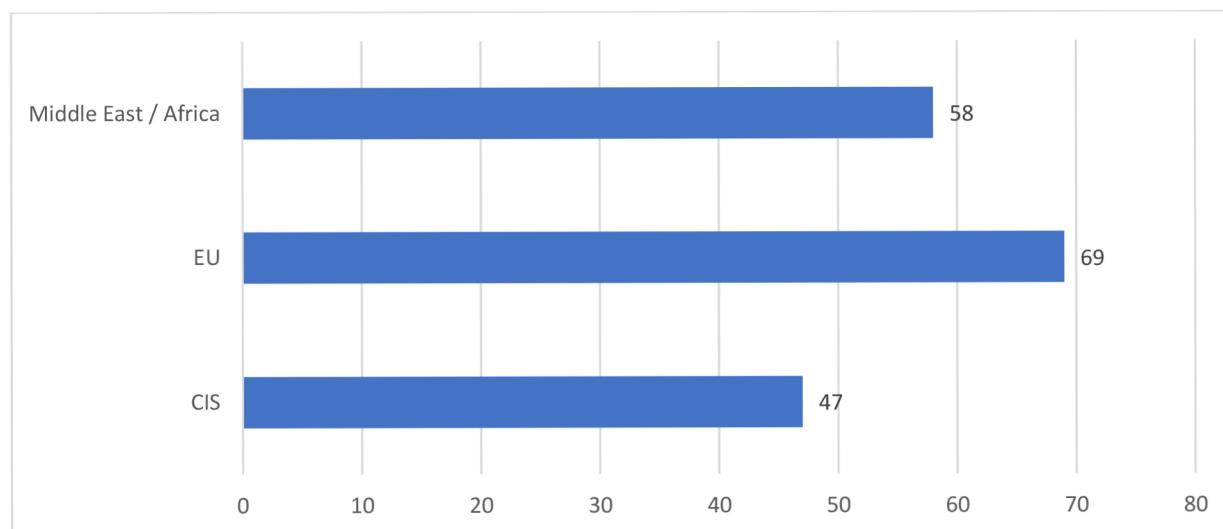
The figure above, demonstrates the occupation of participants. Majority participants were fully employed, followed by students, freelance, unemployed and retired people.



Source: Own processing, Excel.

Figure 4: Country of origin

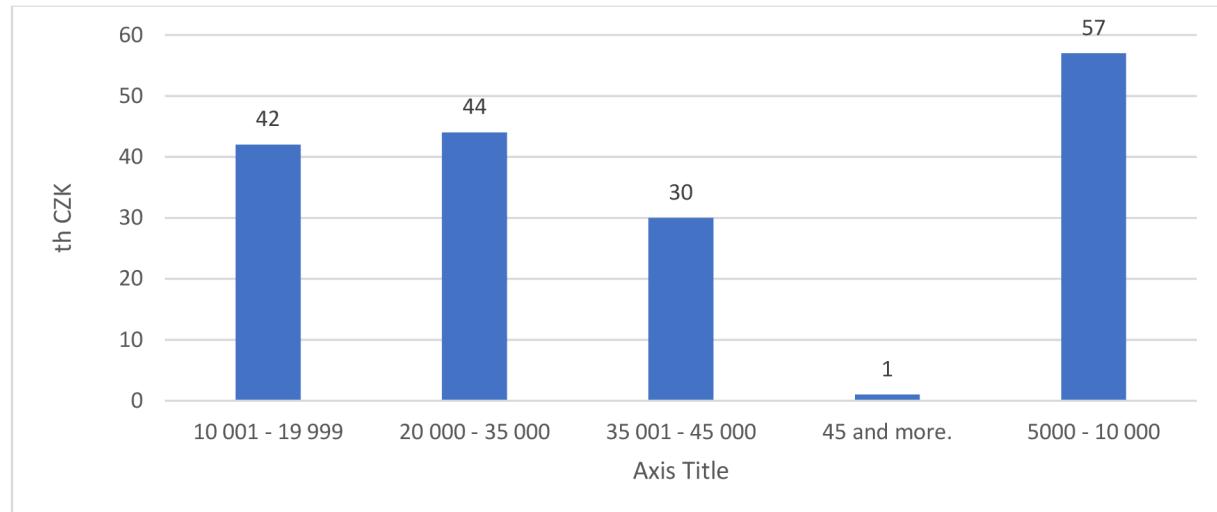
The figure above, illustrates the country origin of participants. Most of the participants were from EU, followed by Middle East / Africa, and CIS countries.



Source: Own processing, Excel.

Figure 5: Income Level

The next question regarded the Income level of participants. Majority of participants belonged to the income group of “5000 – 10 000” th CZK per month, followed by 20 000 – 35 000 th CZK per month.



Source: Own processing, Excel.

3.4 Test of reliability

The author run the “Test of reliability to see internal consistency of all answers across different dimensions, such as “Digital Marketing”, “Impact of Covid on Digital Marketing” and “Comfortability”.

Table 3: Reliability of “Digital Marketing” dimension

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.807	.779	3

Source: Own processing, SPSS IBM.

The Cronbach's alpha demonstrates the .807, meaning that internal reliability of the answer is reliable and could be applied in the further analysis. All questions related to the "**Digital marketing**" supposed to be distinctive in its structure.

Table 4: Reliability of "Impact of Covid on Digital Marketing" dimension.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.787	.741	3

Source: Own processing, SPSS IBM.

The Cronbach's Alpha demonstrated quite a reliable evaluation of .787. Thus, the questions related to the "**Impact of Covid -19 on Digital Marketing**" supposed to be distinctive in its structure.

Table 5: Reliability of "Comfortability" dimension

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.891	.926	3

Source: Own processing, SPSS IBM.

The Cronbach's Alpha demonstrated quite a reliable evaluation of .891. Thus, the questions related to the "**Comfortability**" supposed to be distinctive in its structure.

3.5 Testing of hypotheses

This part is devoted to analysing the stated hypothesis, with the help of Co – Independency test. The author runs a “**Cross – Tabulation Analysis**” in the SPSS program. The hypothesis is the following:

- 1) H0: There is no dependency between gender and frequency of online purchases.
- 2) H0: There is no dependency between age and online purchases.
- 3) H0: There is no dependency between occupation and online purchases.
- 4) H0: There is no dependency between gender and category of online purchases.

3.5.1 Dependency between “Gender” and “Frequency of online purchases”.

The author assumes that “Online purchases” isn’t dependent on “Gender” based on the sampling group, hence the hypothesis is that: H0: will state that there is no dependency.

Table 6: Gender in relation to "Frequency of online purchases"

What is your gender? * How many times have do you purchase online products per month? Crosstabulation

		How many times have do you purchase online products per month?					Total	
		One time a month	Two times a month	Three times a month	Four times a month	None		
What is your gender?	Female	Count	13	45	21	14	2	95
		% of Total	7.5%	25.9%	12.1%	8.0%	1.1%	54.6%
	Male	Count	36	2	0	0	41	79
		% of Total	20.7%	1.1%	0.0%	0.0%	23.6%	45.4%
Total		Count	49	47	21	14	43	174
		% of Total	28.2%	27.0%	12.1%	8.0%	24.7%	100.0%

Source: Own processing, SPSS IBM.

The table above, demonstrates the expected frequencies of “**Gender**” and “**Frequency of online purchases**”.

Table 7: Chi - Square for H1.

Chi-Square Tests			Asymptotic Significance (2-sided)
	Value	df	
Pearson Chi-Square	120.052 ^a	4	.000
Likelihood Ratio	150.326	4	.000
Linear-by-Linear Association	7.768	1	.005
N of Valid Cases	174		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.36.

The data hasn't been violated, as the lowest cell with expected frequency is 6.35, which is higher than 5. Based on Pearson Chi – Square result, is **.000**, is lower than **.05** alpha level, meaning that there is a dependency between the “Frequency of online purchase” and “Gender”. From the table of “Crosstabulation”, we could see that females are more prone to online purchasing than males.

3.5.2 Dependency between “Age” and “Frequency of online purchasing”

The Table below, demonstrates the “Crosstabulation” of “Age” and “Frequency of online purchasing”.

Table 8: Age in relation to "Frequency of online purchases".

What is your age? * How many times have do you purchase online products per month? Crosstabulation

		How many times have do you purchase online products per month?					Total	
		One time a month	Two times a month	Three times a month	Four times a month	None		
What is your age?	15 - 25	Count	23	23	15	7	20	88
		% of Total	13.2%	13.2%	8.6%	4.0%	11.5%	50.6%
	25 - 35	Count	18	13	2	5	10	48
		% of Total	10.3%	7.5%	1.1%	2.9%	5.7%	27.6%
	36 - 45	Count	4	8	1	1	8	22
		% of Total	2.3%	4.6%	0.6%	0.6%	4.6%	12.6%
	46 - 55	Count	4	1	1	1	4	11
		% of Total	2.3%	0.6%	0.6%	0.6%	2.3%	6.3%
	55 +	Count	0	2	2	0	1	5
		% of Total	0.0%	1.1%	1.1%	0.0%	0.6%	2.9%
Total		Count	49	47	21	14	43	174
		% of Total	28.2%	27.0%	12.1%	8.0%	24.7%	100.0%

Source: Own processing, SPSS IBM.

Table 9: Chi - Square for H2.

		Chi-Square Tests		
		Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square		18.434 ^a	16	.299
Likelihood Ratio		20.110	16	.215
Linear-by-Linear Association		.513	1	.474
N of Valid Cases		174		

a. 0 cells (0.0 %) have expected count less than 5. The minimum expected count is 5.40.

Even though, the data hasn't violated the expected frequencies. Based on the Pearson Chi – Square computation, is **.299** and more than **.05**, which is higher than **p – value**. It demonstrates that there is no dependency between “Age” and “Frequency of Online Shopping”.

3.5.3 Dependency between “Occupation” and “Frequency of online purchasing”

The Table below, demonstrates the “Crosstabulation” of “Occupation” and “Frequency of online purchasing”.

Table 10: Occupation in relation to "Frequency of Online purchases".

What is your occupation? * How many times have do you purchase online products per month?
Crosstabulation

% of Total		How many times have do you purchase online products per month?					Total
		One time a month	Two times a month	Three times a month	Four times a month	None	
What is your occupation?	Student	8.0%	13.2%	8.6%	1.7%	10.3%	42.0%
	Full - time job	16.7%	11.5%	2.3%	3.4%	9.8%	43.7%
	Freelance	1.7%	1.1%		2.9%	1.1%	6.9%
	Unemployed	1.7%	0.6%			2.9%	5.2%
	Retired		0.6%	1.1%		0.6%	2.3%
Total		28.2%	27.0%	12.1%	8.0%	24.7%	100.0%

Source: Own processing, SPSS IBM.

Table 11: Chi - Square for H3.

		Chi-Square Tests		Asymptotic Significance (2-sided)
		Value	df	
Pearson Chi-Square		45.756 ^a	16	.000
Likelihood Ratio		39.611	16	.001
Linear-by-Linear Association		.535	1	.465
N of Valid Cases		174		

a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .32.

Source: Own processing, SPSS IBM.

The result demonstrates the violation of the Expected Frequency, and one cell is less than 5. Thus, we would turn to the following test of Fisher's F – test. Which is “Likelihood Ratio” that equals to $.001 < .05$ alpha level, meaning that the H_0 is rejected hence, there is a dependency between “Occupation” and “Frequency of online shopping”.

3.5.4 Dependency between “Gender” and “Categories that people purchase online”.

The Table below, demonstrates the “Crosstabulation” of “Gender” and “Categories that people purchase”.

Table 12: "Gender" in relation to "Segment purchasing".

What is your gender? * What kinds of segments did you buy the most? Crosstabulation											
			What kinds of segments did you buy the most?							Total	
		Comsmetics	Outfit	Sport inventory	Electronics	Educational courses	Kitchen staff	Repairing staff			
What is your gender?	Female	Count	50	34	3	3	3	2	0	95	
		% of Total	28.7%	19.5%	1.7%	1.7%	1.7%	1.1%	0.0%	54.6%	
	Male	Count	0	1	29	35	7	0	7	79	
		% of Total	0.0%	0.6%	16.7%	20.1%	4.0%	0.0%	4.0%	45.4%	
Total		Count	50	35	32	38	10	2	7	174	
		% of Total	28.7%	20.1%	18.4%	21.8%	5.7%	1.1%	4.0%	100.0%	

Source: Own processing, SPSS IBM.

Table 13: Chi - Square for H4.

Chi-Square Tests		df	Asymptotic Significance (2-sided)
	Value		
Pearson Chi-Square	139.495 ^a	6	.000
Likelihood Ratio	177.540	6	.000
Linear-by-Linear Association	84.645	1	.000
N of Valid Cases	174		

a. 5 cells (35.7%) have expected count less than 5. The minimum expected count is .91.

Source: Own processing, SPSS IBM.

The result demonstrates the violation of the Expected Frequency, and one cell is less than 5. Thus, we would turn to the following test of Fisher's F – test. Which is “Likelihood Ratio” that equals to $.000 < .05$ alpha level, meaning that the H_0 is rejected, hence, there is a dependency between “Gender” and “Categories that people purchase online”.

3.6 Regression Model

This chapter is devoted to see the correlation analysis across dimensions, such as: Digital Marketing (DMLog) as a dependent variable, and two independent variables such as: Impact of Covid – 19 on Digital Marketing (COVIDLog) and Comfortability (ComforLog). The outcome of the Model is seen below.

Table 14: LRM Model.

Model Summary ^b											
Mod el	R	R		Std. Error of the Estimate		F		Change Statistics			
		Square	Adjusted R Square	R Square	Change	Change	df1	df2	Sig. F Change	Durbin- Watson	
1	.264 ^a	.770	.759	.48850	.070	6.417	2	171	.002	1.444	

a. Predictors: (Constant), ComfortLog, COVIDLog

b. Dependent Variable: DMlog

Source: Own processing, SPSS IBM.

Based on the R – Square, the model is explained by the independent variables by 77 %, which is rather satisfying. The Durbin – Watson test demonstrates a positive autocorrelation. The F – test for the whole model is .002, which is lower than .05 alpha level, meaning that the model is significant.

The table below demonstrates the result of coefficients of each variable as well as VIF statistics stand for multicollinearity.

Table 15: Multicollinearity test

Model	Coefficients ^a							Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	95,0% Confidence Interval for B		Tolerance	VIF
	B	Std. Error				Lower Bound	Upper Bound		
1	(Constant)	2.067	.129	16.065	.000	1.813	2.321		
	COVIDLog	.202	.061	.261	3.306	.001	.081	.323	.875 1.142
	ComfortLog	.009	.070	.010	.124	.901	-.130	.147	.875 1.142

a. Dependent Variable: DMlog

Source: Own processing, SPSS IBM.

The model lacks a high multicollinearity between independent variables, however, we see that variable of “ComfortLog” is being statistically insignificant, if taken individually. The highest impact on dependent variable has “COVID – 19”. The model confirms the overall topic discussion, See more Chapter – Questionary, dimension “Covid – 19 impacts on Digital Marketing”. It means that covid – 19, has positively impacted on the perception of “Digital Marketing” among participants.

4 Conclusion

The bachelor thesis was focused on a topic of “Impact of Covid-19 and digital marketing” where the author described the “Theoretical background” with the already existing findings. The author has described the essence of the “Digital marketing” its advantages and disadvantages. Yet, CRM was taken as a main strategic tool for keeping engaged with customers. Moreover, the author covered the topics that have been recently researched by Prihadini, Diana, Siti Nurbait, and Heksawan Rachmadi (2020). Who highlighted the impact of Covid – 19 on digital marketing.

However, the empirical part of the thesis was mainly focused on a “Survey”. This helped the author to replicate the study of (Chen et el., 2021). Who run a survey among 1066 participants and evaluated the responses and concluded that “Impact of Covid – 19 on Digital Marketing in China” is positive.

The author managed to prove that conclusion with his own research and eventually run three different test to confirm the following:

Cronbach’s alpha test helped to identify that the questions were well structured and understood by participants, thus, the reliability of answers is considered as “Good”.

The “Co – independence test” identified the dependency between two factors that are mentioned on the [Chapter – 3.5.](#)

And finally, the author run a statistical model with the dimensional variables, that demonstrated the correlation between the (DV³) and (IV⁴) overall.

All processed data are shown in the whole Chapter – 3.

^[3] Dependent Variable

^[4] Independent Variable

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6 Questionary

1) What is your gender?

Female

Male

2) What age group do you belong to?

15 - 25

26 - 35

36 – 45

46 – 55

56 +

3) What is your occupation?

Student

Full - time work

Freelance

Unemployed

Retired

4) Country of origin

Europe

CIS Countries

Middle East / Africa

5) Are you an online shopper?

Yes

Hard to say.

No

6) How often do you shop online?

Once a month

Two times a month

Three times a month

Four times a month

None

7) Level of your income

5000 – 10 000

10 001 – 19 999

20 000 – 35 000

35 001 – 45 000

45 000 +

8) Category of goods you usually buy online

Cosmetics

Outfit

Sport Inventory

Electronics

Education

Kitchen staff

Repairing staff

Digital Marketing

Statement	1	2	3	4	5
I noticed that advertising became more tailor-made and more suitable for my choice.					
I noticed how easy it became to order new things online with the help of a few clicks.					
I found it difficult to navigate on the website and find my products.					

Impact of COVID-19 on Digital Marketing

Statement	1	2	3	4	5
I noticed that COVID - 19 has shifted my opinion about online shopping.					
I became to purchase more products online while covid and after covid – 19.					
I noticed that a high demand on my scope of purchasing.					

Comfortability

Statement	1	2	3	4	5
I noticed that price became more convenient and affordable.					
The delivery is a necessary part of the online purchasing.					
I prefer the goods that I ordered to be delivered on time.					