

# A Study on Post Covid-19 Era Impact on Social Media Marketing

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## ABSTRACT

It's been a year of covid-19 and still the pandemic is on. Everyone is aware of; however, markets and the economy have crashed within the past year and it's not recovered however. The special Covid-19 edition of The CMO Survey (2020) found that social media has become important to selling throughout the pandemic. Corporations are seeing a historic modification and come on their social media investments, in keeping with the survey. This is often a very important finding as a result of, though there's a rise within the range of users of social media still the impact of social media has remained comparatively flat since 2016 and thanks to the pandemic it has shown an unexpected modification that may be a matter of analysis. This study carries out the impact and a drastic change in overall marketing techniques post covid. After a year of uncertainty, it has become a necessity to look at the facts and examine what has changed post covid19. As lockdown restrictions left many of us seeking internet connection, we have turned to our smartphones and social media. This study also examines the nature and types of customer behaviours and new competitors in the social media market post covid.

**KEYWORDS** - Post Covid19, Social Media, Social Media Marketing, Consumer Behaviour, E-Platforms

## INTRODUCTION

If we talk about the most powerful tool for marketing, there are a number of techniques and strategies but in this 21st century, in the times of the internet we have been dependent on connecting to the world via social media. It has become the most powerful as a marketing tool. Before social media came, we very well knew how businesses used to be. They used to do their marketing through live networks - by meeting people, connecting with them in person. But now Social network has become one of the most effective tools for businesses which is used in terms of marketing, branding, sales, engagement, and delivering customer services. Social media is now fundamentally changing the way people are communicating, consuming and collaborating. It is actually providing companies a new platform and a new way of technique to interact and communicate with their customers. As the easiest form of

marketing to change, to adapt to the new trends, social media marketing has become one of the most popular ways for not only people to stay connected to other people, but for brands to reach their audiences and increase their businesses and also giving people a way to reach the brands. And now that strategies have changed and things are beginning to settle, we are doing this survey to understand exactly how things have shifted and changed, and more importantly, will these trends or change will continue in the wake of the coronavirus pandemic, which is not over yet.

E-Commerce has conjointly seen a lift as new customers migrate on-line for grocery searching – an increase that's seemingly been sustained post-outbreak. The e-commerce sector has responded chop to the challenge of making positive experiences in response to the pandemic. Corporations have invested in supplying and providing chains and widened their product ranges. This has

attracted giant numbers of customers, and a survey earlier this year found several of them were seemingly to still purchase on-line for non-health reasons like convenience, time savings and wider product ranges.

The COVID-19 natural event has slowed the pace and adjusted lifestyle for several customers, and this is often having a profound impact on the means we tend to read personal hygiene, health and the way we tend to have interaction with our communities, friends and families. Folks square measure holds technology over ever to support all aspects and consequences of isolation. There is conjointly positive proof to recommend that the crisis can build communities, instead of separate them.

Social media and the internet websites also provide a platform to all the buyers/consumers to give their opinion in an open forum where their opinions are heard and noted by other likeminded individuals/consumers. The most important point of giving consumers an open forum to voice out their opinion is that they help the consumers in getting their point across to the reputed brands and companies through social media platforms like Facebook, Twitter, Instagram etc. There has been a dramatic shift post pandemic in the relationship between a company and a consumer. Social media has taken all the ability and management out of the hands of the brands and has placed it within the hands of the customers. More and more consumers have now started interacting with each other on websites like Facebook, Twitter, Instagram WhatsApp, Pinterest and many more on which they are promoting their favourite products on these platforms. This has given the businesses more exposure, and an opportunity to understand their buyers, their needs and their satisfaction and dissatisfaction. Businesses have gained more insight on improving their product on the basis of reviews of their customers.

Guaranteeing that buyers feel valuable will facilitate businesses keep two steps ahead of their competitors during this dynamical market.

So, post covid19 overall market has changed and consumers behaviour towards marketing/products have changed. There has been a sudden increase in the users of social media which has impacted and have been a reason for rise in business sectors. The overall market has been changed and every second person has opened and led their business on social media platforms through the strategies of social media marketing. As it is now being so trending post covid19 that colleges and on online platforms there has been an add up course of social media marketing. Everyone is teaching how to market on social media, what should be the strategies and it has now become an important part of curriculum.

What post covid19 has changed the most is: how to survive online and how to connect with the world online whenever there is any kind of pandemic again. This pandemic has made everyone socially active and taught to work from home on social media platforms. And this is how post covid19 has made WORK FROM HOME on social media platforms as the NEW NORMAL.

#### **Review of Literature:**

Laato et al. (2020) provided an outline of the literature on the impact of pandemics on human behaviour and located that researchers have given very little attention to a pandemic's impact on shopper behaviour. Rather, analysis has primarily centred on pandemic impacts on behaviour for preventive health. The COVID-19 pandemic provides a chance to realise valuable shopper behaviour insights throughout a state of affairs of shopper uncertainty concerning a way to react. Thus, the present study sheds lightweight on however consumers' social media behaviours have shifted since the pandemic emerged.

In recent years, the utilisation of social media has enlarged considerably (Thota,2018), and also the COVID-19 pandemic has accelerated social media use among U.S. adults (Samet, 2020). What is more, the expansion of social media platforms has reworked the dynamics of the electronic marketplace by making social networks of customers, opinion leaders, and field consultants. Kumar et al. (2020) illustrated the importance of social media marketing selling once they found that integrated selling promotional messages will be effective at influencing consumers' perceptions regarding product image and result in consumption behaviours.

There are varied reasons that people are interested in social media.

Social media could be a powerful tool for message exposure. Thota (2018) found that 93% of U.S. businesses use Facebook and different platforms, like Twitter and LinkedIn. As such, social media provides businesses with virtual avenues to boost consumers' product/brand awareness. Social media platforms also are used for customer-to-customer interactions to share their product/brand experiences (Thota,2018). As such, social media offers businesses a method to get whole awareness for his/her merchandise or services. As an example, victimisation in hand media, businesses will post whole content associated with their merchandise and services. Awareness and excitement for brands can even be generated with paid media, like boosted Facebook posts, so as to activate recognition of a need/problem that the whole will resolve. Additionally, posts by shopper peers and opinion leaders will offer whole influencing stimuli. As an example, Jashari and Rrustemi (2017) assert that "every exposure, video, comment, review, and different content announced on social media, to which customers are exposed, plays the role of information (incentives) in recognizing a

brand new need" (p. 4). Thus, firms can also encourage customers to post-product purchases in hopes of activating the merchandise like stage inside customers.

Internet users moved to social media for current events and news. That has taken a leap throughout the pandemic, consistent with social media statistics.

After association in nursing transactions in social media use for amusement, recent events have turned the tide back to additional social components on several platforms. Younger customers are using additional apps, electronic messaging services, and social media.

Social media time had plateaued within the past year. Kenya, Nigeria, South Africa, and also the United Arab Emirates have the most important increase among eighteen markets. Unsurprisingly, the heaviest users lead the approach in exaggerated screen time. Younger teams, particularly in places of fast-growth markets, area unit ardent users of electronic communication apps and social media. info Z and Millennials area unit at the forefront, particularly within the Mideast and geographic area. Their folks also are moving into that. Baby Boomers area unit implementing social media into their daily habits. Brand's ought to notice that AN older audience is additionally within sight. Those trends are unit additional compelling than the expected mechanical phenomenon among younger customers, particularly in business. info Z has lost a touch of its exuberance as recently as time period, once the pandemic took hold. over alternative generations, they've regressed to recent patterns.

Facebook, then YouTube, have the best membership in social media worldwide.

Facebook owns consequent three platforms: courier, WhatsApp, and Instagram. WhatsApp is big however Instagram has surpassed it. however, every respond to info in an exceedingly year within which info is

overriding shape's opinion.

Most are preceding. Facebook responded with new privacy controls. Twitter established COVID-19 hubs. shoppers look to giant brands because the pulse of a fight against coronavirus and supporters of enlarged awareness. Of Facebook users asked in April, pure gold in seventeen countries aforementioned they knew of that platform's support of the community throughout the crisis - thirteen aforementioned similar on Twitter.

Businesses according donations of masks, supporting tiny businesses, and evolving shifts in their operational models, on social media. Users (77%) saw whole ads that demonstrate their COVID-19 response favourably, particularly what brands do for patrons. They're able to stay with those brands once the crisis.

Consumer's defrayment longer on-line for social functions presents a chance to share brand-related data. And two hundredth of these United Nations agencies say they've shared additional late on personal channels suggesting brands and product addition typically. These platforms square measure crucial to increasing whole reach. Once this happens, pure gold of WhatsApp users say they'll not cut time spent on electronic communication services. Overall, four hundred and forty yards of customers in twenty countries have inflated time on electronic communication apps since the happening.

Although social media plays a large role early within the purchase journey, it's nevertheless to catch peer-to-peer recommendations or TV advertising - whilst younger generations in fast-growth markets alter the landscape, particularly since COVID-19's onset.

Social media ads pushed to the fore of name discovery as a result of shoppers increased their screen time throughout internment. They even surpassed ancient organic search

and television ads.

U.S. and U.K. markets followed this trend, despite associate older demographic erst slow to adapt to new habits. Direct response advertising has created an impression, and among information Z, social media has become the go-to for complete analysis once discovery.

Brands have felt recent inflections in social problems, recognizing that forty seventh of shoppers need to examine support of the Black Lives Matter Movement as a part of their message. It creates a sensitive marketplace during which recent social media advertising boycotts will have a much bigger influence than before.

Digital natives in western society push that reality nearer in an exceedingly house with glacier-like movement, currently that they're turning into shoppers. Quite simply a new purchase button, social commerce has emerged with them - 2 hundredth of Facebook guests of all demographics and generations use its marketplace monthly, for everything from furnishings to wear to gambling instrumentation.

Platforms like Instagram encourage users to contemplate a marketplace - adding a store tab at the expense of the activity tab. Facebook conjointly fosters this shift with Facebook outlets. little businesses will reach shoppers worldwide with a web look solely. Success here might alter the business model. The pandemic has pushed several businesses of all sizes to the brink of blooming if they stick solely to ancient strategies of commerce.

As bricks and mortar stores were forced to shut and shoppers restricted their visits out of the house, shoppers were emotional about their getting on-line.

Stat: August retail sales were up three.9% year-on-year, boosted by forty-two.4% rise in on-line non-food sales. Source: E-consultancy.

- Stat: E-commerce orders were up 108% year-on-year in Gregorian calendar month. Source: Quantum Metric.
- Stat: Australian ecommerce grew quite eighty per cent year within the eight weeks when the COVID-19 pandemic was declared by the globe Health Organisation. Source: Australia Post 2020 e-commerce Report
- Stat: In Republic of Indonesia in might, fifty fifth of shoppers said they were searching on-line additionally. Source: Statista

The chance for marketers: With additional customers adopting on-line searching, friction is aloof from their shopping for journey. a resourceful scroller will see one thing they like in an exceedingly sponsored post and be redirected to their e-commerce website in seconds. This offers social marketers a chance to drive higher conversions. Instagram's shoppable options take this a step further and permit social users to form purchases while not even deed the app.

Social users are defrayal longer with influencer content and finding worth. whereas brands worked onerous to understand with their customers' pandemic realities, influencers were really living it. In sharing their daily lives, their followers are known with their shared expertise.

- Stat: one in four info Z says creators helped influence their plans when the natural event. Source: The Age of Influence. July 2020. Global Web Index and Influencer.
- Stat: ninety-six of shoppers World Health Organization follow influencers say they're partaking with creators additional or to identical extent as before the natural event. Source: The Age of Influence.

July 2020. Global Web Index and Influencer.

- Stat: folks and United Kingdom shoppers World Health Organization follow social media influencers, seventy-two area unit's defrayal longer on social media since the natural event, in line with a mighty 2020 Global Web Index and Influencer survey. And sixty fourth of respondents are unit doubtless to continue exploitation social media to identical extent once pandemic-related restrictions are unit upraised. Source: The Age of Influence. July 2020. Global Web Index and Influencer.

The opportunity for marketers: orienting with influencers may be a good way for a complete to alter itself. Authentic influencer content, notably throughout the pandemic, resonated with audiences and through real partnerships, brands will recreate this affiliation.

The COVID-19 pandemic has affected the usage of social media by the world's largest population, celebrities, world leaders, and professionals alike. Social networking services are wont to unfold data, and to seek out humour and distraction from the pandemic via web memes. However, social distancing has forced lifestyle changes for several individuals, which place a strain on mental state. Several on-line guidance services that use social media were created and started to rise in quality, as they may safely connect mental state staff with people who would like them.

In addition to being a world threat, COVID-19 is mentioned as AN info emic. The direct access to content through platforms like Twitter and YouTube leave users vulnerable to rumours and questionable data. This data will powerfully influence individual behaviours, limiting cluster cohesion and

thus the effectiveness of presidency countermeasures to the virus. Platforms were in addition utilized by politicians, political movements, and national and state level health organizations to share data quickly and reach a great deal of individuals.

### **Objective**

- To understand the change in the consumer profile.
- To understand whether the consumers found these channels more acceptable & trustworthy.
- To understand how Social Media Marketing is fulfilling other sectors other than business.
- To understand what is the effect of social media marketing on e-commerce.

### **Research Design & Methods**

We have conducted an online survey study using a basic statistics survey design to find out the result. Cross Analysis was also conducted on data collected for better findings and results. The study has been conducted post covid19 this year in April 2021. The strategy that is implemented is by inviting students, colleagues, and family members to share the link to the online survey in their respective networks. All participants were anonymous internet users voluntarily completing the questionnaire by simply following the link posted on their social media networks on WhatsApp, Instagram and Facebook.

A total of 110 answers are collected in this study as it is the beginning of the research study.

We framed in total 15 questions including the name, gender, employment status, and age of the respondents. We found varied consumer behaviour and their attitude towards social media post covid19.

### **Results & Discussion**

As this is the very first stage of our survey, we have taken the survey of 110 respondents. From the study of our survey, we came to certain findings:

#### **• Post Covid19 Pandemic change in consumer behaviour.**

Consumers have changed their way of buying and also their mode of buying. Consumers have shifted on the e-platforms or social media platforms. It is not like before pandemic consumers did not shift on to buying from social media platforms. But what most changed after covid19 is that many new consumers have become a part of social media markets. As per our survey we can easily trace out how customers have accepted the social media marketing platforms and have also started building trust towards them.

As per the study from figure 6 of our survey, we found that social media marketing has successfully gained the trust of consumers with respect to quality and deliverance of the products and also, they have been able to maintain customer relationships online successfully. This can be the main reason for the growth of social media marketing as consumers are themselves satisfied with the customer-brand relationships that are built online as per our finding from figure 10. Social Media which is a platform for message exchange and an open forum for opinion exchange has made marketing technique so influential that every consumer is attracted towards it.

. Social Media Marketing gained a lot of importance and became a new source of opportunities for many of the sectors. As per our findings from figure 11 & 12, not only the businesses but if we take a look at other sectors, for example education sector, food sector, healthcare service sector, telecommunications sector, etc., everyone has shifted to online platforms. Now if we look at our survey, most of our respondents

agreed that social media has given the new opportunity post covid-19 for everyone to earn money. As our respondents were mainly from the age group of 18-25 i.e., the students or the upcoming generation, they agreed that there is a lot of increase in social media engagements which has up to some point vanished the markets. After the pandemic whether it's the younger generation or elder generation, everyone has some or the other way shifted their businesses on social media platforms. Not even students but the ones who are employed and well established within their respective organisations do agree that post covid19 as the businesses crashed down and there was no source of launching new business in the marketplace, then there the social media marketing helped a lot. Many new businesses came and took over social media.

Customers feel and accept this mode of business as for them it is very trustworthy and that's why everyone has shifted from the marketplace to the online social media market. Our respondents also agreed that without social media marketing, consumers cannot tend towards it. This is what a major change has happened Post Covid-19.

- E-Commerce is again a very important sector and market place. Before this pandemic also the consumers shifted on the e-commerce platform such as Flipkart, amazon, Myntra, etc. but after this pandemic happened, it seems that most of the consumers have shifted and moved on to the e-commerce platform. And it is very obvious that which factor is boosting the e-commerce platform, it is none other than Social Media Marketing.

We also conducted 3-way Cross Analysis on some of our survey questions so as to come out with better results and findings.

Our cross analysis was mainly with the age

and gender of our respondents with our main post covid-19 research. Through our cross analysis, we came to our conclusion that most of the respondents were female opted social media for entertainment purposes. They were mostly affected or influenced by Brand's Marketing and their purchase/buying decision is also influenced by Brand's social media marketing. Now this has been a drastic change post covid-19. As social media is a platform wherein a brand or any of the organisation marketing their products/services can identify the no., and also the engagement of which particular area or age group or gender is more, according to that they influence their customers through various tactics of their social media marketing. As per our survey, we also get more no. of female respondents than male respondents. What brands post covid-19 have made is that they mostly promote or market their products/services in taking into consideration the female customer segment. As females are mostly into e-shopping or online shopping so the brands/companies are also trying to build customer relationships with them online.

Some of our general observations:

- Most of our respondents were from the age group of 18-25 i.e., the younger generation.
- As many of them are females so we can easily derive that most of social media marketing is for women mostly who tend to purchase from online markets.
- The people from age between 25-35, 35-45, and above 45 have overall different opinions about post covid19 effect on social media.

Almost all the students are on social media and a part of the online market before this pandemic and are almost surfing only for entertainment purposes. Some of them are involved in updated news but still they are

very much influenced by social conversations, whether it is about new products/services or a general talk. What we can draw most from the student's perspective is that they have a very positive outlook toward social media marketing as they themselves are involved most of the time. They are mostly influenced by brand marketing or their purchase decisions are mostly based on brand's marketing.

So, all in all the world has shifted to Social Media post covid-19 and they are also dependent on Social Media. Whether it is for business purposes or for normal conversation purposes Social Media has become a priority now. Not only the young generation but the elder generation is also now addicted and attracted towards Social Media. This is the reason why Social Media Marketing is successful and post covid19 it has become an essential for everyone to market themselves on this platform and make online relations with their consumers.

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