

DIGITAL MARKETING TECHNIQUES AND BUSINESS PERFORMANCE OF DOMESTIC AIR LINE OPERATORS IN SOUTH – SOUTH, NIGERIA DURING COVID-19 PANDEMIC.

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Abstract

This study investigate the influence of digital marketing techniques and business performance of domestic airline operators in South - South Nigeria during COVID-19 pandemic. The study population comprised two hundred (200) respondents from selected domestic air line operators in six geo-political zones in South – South Nigeria. The study adopted Krejcie & Morgan, 1970 statistical approach to determine the sample size of one hundred and thirty two (132). Data for the study were collected through an online survey from the air line operators in six geo-political zones in South – South Nigeria, reliability and validity of the instrument were employed. The findings of the study revealed that digital marketing techniques has influence on business performance of domestic airline operators in South - South Nigeria during COVID-19 pandemic. The study recommended that, Service organizations should understand that natural deserter is inevitable, in nearest future it must definitely occur, but service firms should adopt the following measures in case of future eventuality: increase Facebook pages and accounts, Twitter handles, Instagram pages, LinkedIn accounts and pages, and WhatsApp groups mainly meant for advertising their products and services, engage personnel who is a specialist that will manage these social media platforms, and this will go a long way to fight future insurgency that would hinder firms marketing business operations.

Keywords: digital marketing techniques, business performance, COVID-19 pandemic, social media marketing, email marketing and content marketing

INTRODUCTION

In marketing domain, scholars sees marketing as an effective identification of prospective buyers needs and delivering of products and services to satisfy the needs of the buyers. According to Komal and Sai (2020), Marketing comprises the advertising, promoting, selling and delivering the product and service to end-user and other business too. American Marketing Association referred marketing as performance of business activities that direct the flows of goods and services from producer to end user. Digital marketing expanded popularity in early 1990s with the development of the internet which used approaches that were distinguished from traditional marketing trends (Chen, *etal*, 2015). The practices of the internet information and communication technology have changed the method of doing business and the way of marketing. Globally businesses today used digital marketing systems in combination with traditional marketing techniques to expand customer outreach and promote the businesses (Hsu & Chen, 2018). The adoption of technology in Marketing is to assist firms to understand customer desire and preferences, reach out the target market including existing customers to market the products and services through the combination of digital marketing channels which include websites, applications, and social media platforms. According to Neda (2023), defined digital marketing as a digital channels that are used for marketing products and services.

The aim of the method to reach customers at distant locations and make the products accessible. Digital marketing is also known as online-marketing, e-marketing, and web-marketing. It assists to identify the right prospects for their products and service. Digital marketing includes the promotion of product and service by using various forms of the electronic medium. The main purpose of digital marketing is to attract the prospects and existing customers and also allow them to interact with the brand through digital media. In the spite of Yang, (2019), digital marketing is refer to application of digital channels to promote a brand, product, or service that involves

customers. In addition, digital marketing movements are often less expensive than traditional marketing and it allow firms to try new strategies at a relatively low cost. The coronavirus disease (COVID-19) happened first in Wuhan, China in late 2019 and it spread almost all continents in the world. As described by the World Health Organization (WHO), COVID - 19 is a viral infection that causes respiratory illness. The disease is essentially transmitted from individual to individual through contact with droplet of an infected individual (Lois. 2020). The coronavirus disease COVID-19 in Nigeria occurred on 27th February 2020 in Lagos State. The number of cases within the first few weeks of outbreak was steady with no record of death and number of cases, below emergency threshold. However, surges of daily increase in the number of new cases began to occur from the 19th of March, 2020 with the number of confirmed cases rising steadily to emergency level. As of 30th April 2020, the total number of confirmed cases rose to 1932 with 58 deaths and 319 discharged cases (Lois *et al*, 2020).The study focused on the COVID-19 pandemic period because there was more online marketing as the customers and firms could not have enough free movement during the lockdown (Cullen *et al* & Citation2022).According to Pham and Citation (2020), during COVID-19 pandemic there was obviously wonderful interconnection between digital marketing and the circumstances, such as the lockdown and social estrangement measures. In the spite of Dannenberg *et al.*, (2020), online platforms were the most suitable means of doing efficient and effective business such as shopping and marketing of goods and services. Globally, COVID-19 pandemic resulted in an upsurge of frequent promotion and marketing methods, such as telephone marketing, e-mail marketing, content marketing video marketing (Cullen *et al.*, 2022);).According to Gilliland (2020). ways that firms had to rely on digital marketing strategies, especially social media marketing, during the COVID-19 pandemic, as brands struggled to remain front-of-mind for customers The social distancing measures and stay-at-home orders imposed as a result of the COVID-19 crisis had a large influence on how marketers engage with consumers through online platforms such as telephone marketing , video marketing, content marketing e-mail marketing (Dannenberg *et al.* 2020, Citation2020; Koch *et al.*, Citation, 2020).

Today many firms adopted digital marketing after the insurgence of COVID -19 that affected the other forms of marketing, which involved traveling and gatherings. Digital marketing has showed to be effective in marketing operations due to the progressive technology and the improved use of social media platforms by customer globally. A good percentage of customers always used social media platforms communications and post pictures and other information (Gil *et al.*, 2020).The awareness of digital marketing became popular due to the augmented use of the internet and social media platforms and this has been an important increase in marketing operations (Kalaiganam, & Kushwaha,2018). Digital marketing uses the internet and social media platforms to promote and market product and services. Contemporarily, companies have Facebook pages, Twitter handles, Instagram pages, and WhatsApp groups mainly meant for promoting their brand, products or services. Their prime role is to invite customers to evaluate these social media platforms linked to the firms, such as the firm's Facebook page and marketer posts adverts that promote the firm's products/services (Zhang *et al.*, 2017). According Pham, *et al.* (2020), from their study stated that, during COVID -19 pandemic many firms adopted use of digital marketing techniques such as Content marketing, email marketing, Mobil marketing, audio marketing, video marketing, and social media marketing to communicate with their customer as social distancing persist . Consequently, the study sought to investigate the effect of digital marketing techniques on business performance of domestic air line operators in south – south, Nigeria during COVID-19 pandemic.

Statement of the Problem

Factually, invention and innovation of digital marketing in modern business processes has led to active role in effective business performance such as marketing operations. Also one of the significant impact of the technology that, is the mostly effective means to communicate and reach out with potential customers perfectly. The challenges of digital during COVID -19 insurgence was

that the cybernetic environment for digital marketing involved many individual and firms using digital applications at a time which resulted traffic and inconsistency flow of business transactions. The websites and social networking sites used in the business transactions was over crowded, companies especially airline operators find it difficult to communicate or reach out its customers as quickly as possible. Additionally, during COVID -19 pandemic, the profitability of the businesses and competition amongst the businesses was increasingly changing the patterns of business promotions. Customers look at a product on the internet and search for its availability in stores. This shares the ideas of the latest trends with the customers and signifies the role of digital marketing in promoting the brands to the customers.

Conceptual frame work

The following conceptual framework are for the study

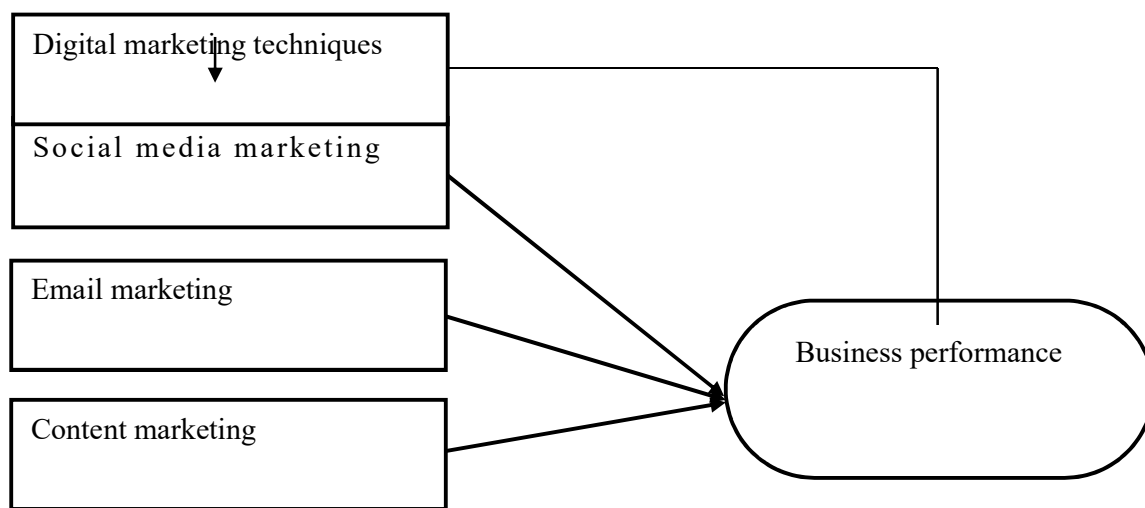


Fig.1 The conceptual fame work model on digital marketing techniques and business Performance of domestic air line operators in south – south, Nigeria during covid-19 pandemic.

The Study Objectives

The study general objective was to determine the impact of digital marketing techniques on business performance of domestic airline operators in South – South, Nigeria during Covid -19 pandemic. The specific objectives includes:

1. To know the impact of social media marketing on business performance of domestic airline operators in South – South, Nigeria during Covid -19 pandemic.
2. To access impact of email marketing on business performance of domestic airline operators in South – South, Nigeria during Covid -19 pandemic.
3. To determine the impact of content marketing on business performance of domestic airline operators in South – South, Nigeria during Covid -19 pandemic.

Research Questions

1. To what extent does social media marketing impact on business performance of domestic airline operators in South – South, Nigeria during Covid -19 pandemic?
2. To what extent does email marketing impact on business performance of domestic airline operators in South – South, Nigeria during Covid -19 pandemic?
3. To what extent does content marketing impact on business performance of domestic airline operators in South – South, Nigeria during Covid -19 pandemic?

Research Hypotheses

Ho₁: social media marketing has no positive impact on business performance of domestic airline operators in South – South, Nigeria during Covid -19 pandemic.

Ho₂: email marketing has no positive impact on business performance of domestic airline operators in South – South, Nigeria during Covid -19 pandemic.

Ho₃: content marketing has no positive impact on business performance of domestic airline Operators in South – South, Nigeria during Covid -19 pandemic.

Literature review

Conceptual Review

Concept of Digital Marketing Techniques

Digital marketing has made great impact globally. It is being used virtually everywhere by business operators because of progressive technology, inexpensive, reliable and effective advertising approach. (Felix, *etal*, 2016). According Vasic *etal*, (2019), digital marketing or online marketing that allows brands, product and services to connect with potential customers and found digital communication with them. According Vasic *etal*, (2019), further explained that, emails, social media, and web-site the medium of digital marketing. Borjas, (2020), opined that social media platforms such as Facebook, Twitter, Instagram, LinkedIn, YouTube, WeChat, WhatsApp, and telegram are digital marketing mediums. Fusunpizmeçi, (2015), referred digital marketing as the exchange of both products and services through electronic devices and procedure from seller to purchaser. Fusunpizmeçi, (2015), added that, social media platform are digital marketing techniques. In the view of Yasmin *etal* (2015), digital marketing refers to the use of electronic devices that is connected to internet for marketing operations. Yamin, (2017), digital marketing includes an extensive diversity of marketing strategies and technologies used to reach customers online. As a form of online marketing, it allows firms to found a brand identity and has transformed the marketing industry. Yamin, (2017), outline the following as digital marketing techniques: content marketing, email marketing, telephone marketing, Audio marketing, video marketing, and social media marketing. Digital marketing contributes to the provision of product and services offered, by firms and in a short time. Customers are familiar to obtain their information on demand from multiple sources at the same time. Digital marketing enabling the brands to share the message with a larger audience dynamically (Cohen, Prayag & Moital, 2014).

Dimension of Digital Marketing Techniques

The following are the Dimension of Digital Marketing Techniques

Concept of Social Media Marketing

Over the decades Social Media Marketing has grown vigorous popularity with the advanced improvement of social media mediums. Reputable business firms adopted social media for driving customers flow and increasing the brand, product and service awareness of the customers (De Pelsmacker *etal*, 2018). Social media marketing emphasizes mostly on the attempts to develop contents attracting maximum customer to read and share them through their social media. In the spite of Yamin, (2017), social media marketing. Process of acquiring web traffic and making improving business activities. Social media marketing is a widespread way of connecting with the target audience and getting immediate response and attention from the customers about the importance of the brands (McStay, 2017). Social media marketing highlight products and services by understanding the culture of the region (Schumann, Von Wangenheim & Groene, 2014).

Social media marketing is the application of social media platforms such as Facebook, Twitter, Instagram, YouTube, and LinkedIn. The social media strategy is used for aligning the target audience with the products and services (Cummins *etal* 2014).

Concept of email marketing

Email marketing has been the strategy adopted by most firms in communicating to their customers. Email marketing is simply involve efficient where the promotional message is drafted and sent to a large number of prospect clicks. Email marketing refers to the effective system to reach out with target market and customers to promote different products and services of firms (Chaffey, 2018). Email marketing is a great means of reaching customers, interrelating with them after purchases or even sending them a newsletter (Nath, & Gupta, 2013). Email marketing is frequently considered short term but can be used as long-term, sending out unique discount codes for a brief time and it can be a short-term fix to boost sales. Email marketing allows a section of a greater audience that can be effortlessly converted into prospects and the list of valued customers can also be refined by adding mobile numbers that allow the customers to share messages on their mobile (Huete-Alcocer, 2017).

Concept of content marketing

Content marketing is an integral part of digital marketing that produces active SEO outcomes for the website. Content marketing refers to informational, valuable content like blog posts, how-to videos, and other instructional materials and it helps connecting with audience and answer their questions (Tiago, 2014). The content marketing strategy is the most recognized method of marketing that control the factual connotation or meaning of digital marketing (Rehman, *etal*/ 2014,.Content Marketing is a kind of digital marketing that emphasizes on creating and promoting dissimilar kinds of content to generate leads and sales. The content can be in the form of a blog, social media posts, videos, info graphics, and podcasts (Yasmin, *etal*, 2015), Content marketing includes generating and allocating content text, pictures, hypermedia that adds value for customers, instead of just broadcasting an advertising message. Content marketing works in cooperation with other kinds of digital marketing. It is a system to include search engine optimization (SEO) into fresh website content, and the content created can be shared as social media posts and in email marketing publications (Yamin 2017) .

Theatrical fame work

The study anchored on the following s theory

Knowledge Base Theory

Digital marketing development has covered the scope of marketing as effective technology for improving businesses. Digital marketing refer to the application of electronic devices by marketing operators to communicate promotional messages to customers (Chaffey,& Ellis-Chadwick,2016). Digital marketing takes numerous procedures and designs that comprise sharing online videos, display adverts, and marketing through search engine optimization. Paid ads and social media posts pictures, social media platform etc, are used actively for creating a contrast between the contemporary and traditional forms of marketing. The convenience of customers has augmented quickly through digital marketing which was not possible with traditional marketing designs (Carlson, *etal* 2019). The customers are offered modified adverts based on their desire which makes digital marketing tremendously profitable for customers. In digital marketing awareness computers, phones, tablets, and other devices allow the customers to connect with the product and services and comprehend the products and services that are being offered to them (Khan, & Iftikhar, 2017).

Empirical review

Many studies has been conducted by numerous scholars on the above subject matters such as Neo, *etal* (2022), Opt-in e-mail marketing influence on consumer behaviour: A Stimuli–Organism–Response (S–O–R) theory perspective; The paper examines the influence of opt-in e-mail marketing on consumer behaviour. The study attempts to extend the Stimuli–Organism–Response

(S–O–R) theory that has been broadly explored in consumer research. Following a critical review of the literature organization approach, a hypothetical model has been proposed for this study, based on identified factors, such as, informational value, entertainment-based message content, layout, visual appeal, attitude toward e-mail advertising and intention towards the sender in the context of opt-in e-mail marketing. Data were collected in South Africa through an online survey of 436 opt-in e-mail marketing subscribers. Structural equation modelling (SEM) was employed to measure the proposed hypotheses of the study. The research results suggest that even during a pandemic, e-mail marketers could employ certain features in promotional and informational e-mail marketing communication, particularly informational value, entertainment-based message content, layout, visual appeal, as a means to design their e-mail marketing messages and plan e-mail advertising campaigns. The findings of the study are intended to advance the e-mail marketing knowledge base to help marketers during a pandemic, such as COVID-19. The paper provides marketers with relevant insights on how to effectively engage with e-mail subscribers.

Mansour and King (2021), impact of digital marketing on business performance during COVID -19, this study focuses on the impact of digital marketing on firms and businesses' performance during this time of the coronavirus pandemic. Marketing in the business sector relies on advertising to get customers for their products. During this time, a pandemic, COVID 19, has hit the world, making digital marketing the best marketing channel for many firms. Coronavirus is a global pandemic that has disrupted the operations of many institutions, including the business sector. COVID 19 has made digital marketing the only option for most businesses to market their products and services as traveling, concerts, and other forms of marketing that involve gatherings and social interaction were stopped due to coronavirus. The pandemic has affected business operations, and for this reason, the study intends to explore digital marketing impact during COVID 19.

Komal and Sai (2020), A Study on impact of digital marketing on consumer behaviour: Digital marketing has transformed how business and other organizations communicate with their audience. The 5D's of digital marketing includes digital devices, digital platforms, digital media, digital data and digital technology which can be used alongside traditional marketing techniques, to get closer to audiences than ever before. Consumers now have access to a much wider choice of entertainment, products, services and prices from different suppliers and a more convenient way to select and purchase items. Organizations have the opportunity to expand into new markets, of new services, interact with audiences in new ways and compete on a more equal footing with larger businesses. Marketers working within these organizations have the opportunity to develop new skills and to use these new tools to improve the competitiveness.

Arifur and. Aminul (2017), the impact of digital marketing on increasing customer loyalty: A study on Dhaka city, Dangleradesh: Today's business market is excessively competitive to sustain as the development of digital media has changed the market situation. Firms can engage more customers within shorter period of time and customers also have multiple options to make purchase decision from diverse region. Nowadays customers think about the future repetitive purchase based on the firms' online performance especially how they try to reach customers through their digital marketing approach. They also rely on constant digital appearance of the firms and how (firms) they deal with them (customers). This paper makes an attempt to identify the effect of digital marketing on increasing customer loyalty by analyzing various factors which have been derived from literature review and questionnaire feedback. We have chosen Exploratory Factor Analysis method to find out the core factors that drive the customers to be loyal in digital market place. Findings indicate that Value added attributes have ranked top in case of increasing customer loyalty in the presence of digital marketing. Content Attribute, Customer Service Attribute and 24/7 Appearance have ranked second, third and fourth respectively in this regard.

Methodology

The study adopted quantitative approaches, survey method to generate information on the subject matter. Also descriptive and inferential statistics was employed and these was used to generate

information about the demographic characteristics of the respondents. Structured questionnaire were used, content and face validity test were conducted using experts in the domain of marketing. The population comprised the two hundred (200) employee of airline operators in South –South Nigeria, they are considered suitable because they are in good position to give useful information regards to influence of digital marketing during Covid –19 pandemic insurgency. The domestic air line operators include: Peace air , Arik air, Ibom air, Azman air, Dana air, and Over land air ways that operated with the following air ports in South - South Nigeria, Pot Harcourt international airport,Asaba international airport, Benin international airport, Calabar international airport and Uyo domestic airport.(source Federal Air Port Authority of Nigeria FAAN Report Review, 2024). One hundred and thirty two (132) sample size were determine (source; Krejcie & Morgan, 1970). Regression analysis was adopted extended how the explanatory variables had independently and jointly predicted business performance.

Table 1: Distribution of demographic variables

Variables	Frequency	Percentage (%)
SEX		
Male	69	52
Female	63	48
Total	132	100
AGE		
30-40	43	37
41-50	55	43
51 and above	34	25
Total	132	100
MARITAL STATUS		
Single	49	37
Married	57	43
Others	26	20
Total	132	100
EDUCATIONAL		
B.Sc. Holders	79	58
HND holders	53	42
Total	132	100
POSITION		
Admin / marketers.	77	58
Others	55	42
Total	132	100

Source; survey data, 2024

The above table reveals that from the total 132 respondents participated in the study, 69(52%) were male and 63(48%) were female. The table indicated that from the total 132 respondents participated in the study, 43 (37%) were 30- 40 years, 55 (43%) were 41 - 50 years, 34 (25%) were 51 0 years and above .The also , shows that from the total132 respondents participated in the study, 49(37%) are single, 57 (43%) were Married, and 26(20%) were others. Furthermore, the table disclosed that from the total 132 respondents participated in the study, 79(58%) were B.SC holders, while 53 (42%) were HND holders. Finally, the table revealed that from the total 132 respondents participated in the study, 77(58%) were Admin / marketing while 55 (42%) were others.

Test of hypotheses

Hypotheses 1 to 3 stated in section one will be tested respectively

Test of hypothesis 1.

Ho₁: Social media marketing has no positive impact on business performance of domestic airline operators in South – South, Nigeria during Covid -19 pandemic.

Table 2: linear regression on the impact of Social media marketing (SMM) on business performance (BP)

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	3.493295	0.170421	20.49804	0.0000
SOCIAL MEDIA MARKETING	-0.150851	0.054649	-2.760365	0.0061
R-squared	0.024373	Mean dependent var	3.028664	
Adjusted R-squared	0.021175	S.D. dependent var	0.472211	
S.E. of regression	0.467184	Akaike info criterion	1.322308	
Sum squared resid	66.56969	Schwarz criterion	1.346587	
Log likelihood	-200.9743	Hannan-Quinn criter.	1.332017	
F-statistic	7.619613	Durbin-Watson stat	2.063833	
Prob(F-statistic)	0.006123			

The result from Table 2: shows that there was a strong and inverse impact Social media marketing has on business performance of domestic airline operators in South – South, Nigeria during Covid -19 pandemic. (Beta=-0.150). The result shows that Social media marketing (SMM) has positive impact on business performance (BP) of domestic airline operators in South – South, Nigeria during Covid -19 pandemic (F= 7.619, prob=0.006). The null hypothesis one was rejected at .05 alpha level.

Test of hypothesis 2.

Ho₂: email marketing has no positive impact on business performance of domestic airline operators in South – South, Nigeria during Covid -19 pandemic.

Table 3: linear regression on the impact of email marketing (EM) on business performance (BP)

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	2.772415	0.199530	13.89475	0.0000
EMAIL MARKETING	0.091498	0.063983	1.430033	0.0015
R-squared	0.006660	Mean dependent var	3.054235	
Adjusted R-squared	0.003403	S.D. dependent var	0.547915	
S.E. of regression	0.546982	Akaike info criterion	1.637691	
Sum squared resid	91.25266	Schwarz criterion	1.661970	
Log likelihood	-249.3855	Hannan-Quinn criter.	1.647400	
F-statistic	2.044994	Durbin-Watson stat	2.046980	
Prob(F-statistic)	0.153731			

The result from Table 3: shows that there was a strong and inverse impact Email marketing (EM) has on business performance of domestic airline operators during Covid -19 pandemic in south – South, Nigeria. (Beta=0.0914). The result shows that the email marketing has positive impact on business performance of domestic airline operators in South – South, Nigeria during Covid -19 pandemic. (F=2.0449, prob=0.0015) the null hypothesis two was rejected at 0.05 alpha level.

Test of hypothesis 3.

Ho₃: content marketing has no positive impact on business performance of domestic airline operators in South – South, Nigeria during Covid -19 pandemic.

Table 4 impact of content marketing (CM) on business performance (BP)

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	3.039107	0.165928	18.31577	0.0000
CONTENT MARKETING	-0.020977	0.053208	-0.394252	0.0093
R-squared	0.000509	Mean dependent var	2.974495	
Adjusted R-squared	-0.002768	S.D. dependent var	0.454241	
S.E. of regression	0.454869	Akaike info criterion	1.268878	
Sum squared resid	63.10624	Schwarz criterion	1.293157	
Log likelihood	-192.7728	Hannan-Quinn criter.	1.278587	
F-statistic	0.155435	Durbin-Watson stat	2.091459	
Prob(F-statistic)	0.693670			

The result from Table 4. Shows that there was a strong and inverse impact Content marketing (CM) has on business performance of domestic airline operators in south – South, Nigeria during Covid -19 pandemic. (Beta=0.0209). The result shows that content marketing has positive impact on business performance of domestic airline operators in South – South, Nigeria during Covid -19 pandemic. (F=0.155, prob=0.0093). The null hypothesis three was rejected at .05 alpha level.

Findings

The study also revealed that several service organizations are using digital marketing during this period of the pandemic. Numerous organization have committed to digital marketing because of the rules to normalize the coronavirus's blowout that does not benefits other marketing approaches, therefore rendering digital marketing the ultimate and preferable for their marketing operations. The study exposed also that digital marketing has made an important step globally. It is being used virtually everywhere by most business organizations due to progressive technology, and also inexpensive and dependable promotion approach. The study further indicated that the appearance of social media platforms such as Facebook, Twitter, Instagram, LinkedIn, You tube, WeChat, Whatsapp, and telegram has increased digital marketing awareness.

Conclusion

Based on discussion of findings on the study, the researcher drawn conclusions on the digital marketing techniques influence on airline operators in relation to its business performance in South – South, Nigeria during covid-19 pandemics that, digital marketing techniques such as social media marketing, email marketing and content marketing has significance positive influence on business performance of airline operators in South – South, Nigeria during covid-19 pandemics. In the course of study, the researcher also discovered that during covid-19 pandemics in South – South, Nigeria airline operators adopted digital marketing techniques to reach out its customers.

Recommendation

The Based on the subsequent conclusions made from the findings of study, the following recommendation are drawn to service firms.

1. Service organizations should understand that natural deserter is inevitable, in nearest future it must definitely occur but service firm should adopt the following measures in case of future occurrence : increase Facebook pages and accounts, Twitter handles, Instagram pages, LinkedIn accounts and pages, and WhatsApp groups mainly meant for advertising their products and services, engage personnel who is a specialist that will manage these social media platforms, and this will go a long way to fight future insurgency that would hinder firms marketing business operations.
2. Air line operators should also apply other techniques of digital mandating dimension to fight insurgency in nearest future such as Search Engine Optimizations (SEO) Affiliate/influencer marketing, Mobile marketing, audio marketing , Chabot marketing
- 3 Government and (MDAs) are consumers of industrial products through procurement department as a part of marketing activities, Government should implement used of digital marketing in performances of business activities.
4. Service providers should train and retrain the personnel that has working experience in domain of digital marketing guides to guide and to improve quality of service during any pandemic insurgence to attract investors.

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