

IMPACT OF COVID 19 AND GENZ

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MARKETING & BUSINESS ANALYTICS

Abstract

The study aims to answer an important question- how Covid-19 has changed the perception about the marketing mix strategies and the business analytics tools used by organisations. This pandemic has forced organisations to change and adapt to what the situation asks for. We also aim at understanding the impact of GenZ in the business world. The new generation have a different outlook towards various aspects of life as well as business.

This research paper that we have formulated consists of statistical data collected from primary and secondary sources. Through the various surveys and interviews we conducted in the course of this research paper, we were able to understand the contemporary nature of commerce and management, specifically marketing and business analytics. Our sample size for one of the survey was 40 and the other was 391 people (survey of May 2022) consisting of people of different age groups and professions. The changing strategies of the marketing mix and business analytics tools pre and post-Covid-19 and how the trends have changed with the shift in generations have been elaborated. Instagram is given a great recognition in our research as it is the platform with the majority of GenZ population. It is expected that this is the start of the digital revolution and in the future, the world of marketing and business analytics will highly depend on these software. As the emerging technology of Blockchain and metaverse can be predicted as well. In the time we live in, data is a crucial possession, but it is effective and beneficial when used correctly. For this, the various tools and software used for business analytics are also closely studied. By analysing and interpreting the results of our surveys as well as referring to the different studies by secondary sources we have concluded this research paper. It is not only about our findings but also what we believe the future in these industries look like.

Keywords: Pre and Post-Covid-19, GenZ, Marketing Strategies, Business Analytics tools, Management Practices.

Introduction

To begin with, commerce and management play a very crucial role in the development of a country's economy.

Everything in the industry is intertwined, any change in one market will affect the other. Digitalisation has brought in a drastic change in the finance, marketing and managing of human resources in an organisation. Covid-19 acted as a catalyst in this revolution, and post-2020 organisations had a convulsion in all aspects. From the consumers, middlemen and manufacturers' points of view, we have observed a significant change in the functioning of the different markets, we did deeper research to gain more knowledge about the present economic situation and showcase our findings. As the next generation of the population, i.e. the GenZ is taking over the world of business, it eventually undergoes certain changes.

The work culture has shifted considerably and in the current times, we notice how the great resignation and the great reshuffle have their own set of pros and cons.

Organisations are adapting to more advanced ways of securing data by using blockchain technologies that will encrypt and provide more safety in their day-to-day functioning.

Marketing is not just about selling and telling people to buy your product, it is all about creating a connection and having an impact on people's mind. The presence of social media has made it essential for organisations to engage with their audience more frequently in order to exist in the market. In order to do business marketing is THE most crucial factor. Only if people are aware about it, they will think about buying it and hence turn into potential customers.

The birth of marketing is as early as 1500 BCE (before Common Era) when Mesopotamian societies started mass production of goods that required quality control. The ways of marketing have definitely changed over the passage of time. Earlier it was restricted to a very small geographical area but with digitalisation taking place, organisations moved to radios, television and then the internet. The world is connected by the means of the internet, social media and communication has taken a different turn altogether. It is impossible to find any organization that cannot be found on the internet. If they are not on the internet, too many it is believed that they "probably don't exist"! COVID-19 had in a way boosted this process of remote connection of human beings. Everyone is isolated but connected at the same time. Transformation from the door-to-door sales to the email marketing has been very evident.

Literature Review

We had come across various research papers on marketing and business analytics, but we did notice that are barely a few that focus on the changes post COVID and with the entry of GenZ. The papers that we referred to as our secondary source of information have been mentioned towards the end of this paper.

Research Methodology

With the help of two surveys, one conducted in May 2022(391) and the other in the month of July 2022 (40) have been utilised along with the secondary sources of information available on the internet. These are mentioned along with the analysis of each.

Generation Z and millennials have different opinions and choices when it comes to a lot of things. This is the case when it comes to packaging of perishable goods too.

GENERATION Z

Gen Z is aged 16 to 21 and have statistically known to spend an estimated \$143 billion a year, according to eMarketer. Despite the growing popularity of online shopping, Gen Z, according to a study across six continents, found that 67% prefer shopping in stores over other shopping channels.

Being such a huge market for products, the packaging preferences of this generation are to be kept in mind while making packaging decisions.

Studies tell us the following about the preferences of Gen Z:

- They prefer the businesses to be honest about their packaging elements and be truthful about the materials used.
- They prefer personalised packaging over standardised.
- They prefer higher quality packaging as they generally tend to be more sustainable.
- Being active on social media, Gen Z likes to share the things they buy. So products with shareable qualities like innovative packaging, catchy slogans, or a beautiful graphic are desirable. For example, the energy drink Monster Ultra can.
- They prefer a minimalist design over a maximalist one.

MILLENNIALS

Around a quarter of the world, population are millennials, born between 1981 and 1996. 9 out of 10 of them live in a growing and thriving economy. Based on these statistics, it is forecasted that soon the spending power of Millennials will be greater than any other generation. So, their packaging preferences are important as they have huge purchasing powers.

Their packaging preferences are as follows:

- They like their packaging to have a personality, tell a story and have an emotional connection with it.
- They give a lot of importance to status and luxury. So, they gravitate towards products that give off the message of luxury and optimism.
- They like their packaging to be functional.
- They care about the CSR of the brand, wanting to make a positive impact on the environment.

As we can observe there is a shift in the perspective, likes, dislikes and behaviour in these two generations.

Research Methodology

We sent across a google form on 14th July and received responses from 40 people of different age groups across India.

Marketing Analytics- Pre COVID19

Traditional marketing was very evident back in the era where masks weren't compulsory. There was a lot of face- to face or personal selling that took place. Telegrams, mailing catalogues, door to door marketing were witnessed by the millennials and the population of GenZ in their childhood. Billboards were given great importance and it was how they got the attention of consumers. A lot of times it used to be very time consuming and expensive. It used to be divided to the 4P's of product, price, place and promotion. These were the main factors of how things worked and there was a gradual shift to digitalisation and the social aspect.

A lot of brands would endorse celebrities as their brand ambassadors, this was during the 2005s to around 2016s. The most trending and famous celebrities would be selected for the top notch brands and the public would be attracted to purchase the products. The famous strategy of "be a lucky winner and get a chance to meet XXX celebrity" was used by a lot of brands. Also bringing in car and gold prizes.

Many a times the quality of the product was compromised on and more importance was given to the price. But later on as the trend of personal health came into the picture, quality was no longer compromised on and people wanted better products for a decent price.

ONLINE SHOPPING TRENDS:

E-commerce gained momentum in India due to mobility constraints combined with rising internet penetration and smartphone usage. Consumers purchased various items, including fast-moving consumer goods (FMCG), fashion, and others. E-Commerce purchases increased by 36% in 2020 during the fourth quarter, an increase in demand resulted in online purchasing; merchants shifted their sales and marketing methods, giving omnichannel businesses an advantage over their competitors. Many online buyers in India now know precisely what they want: convenience, variety, good value, digital or contactless payment choices, and speedy delivery. Even in a post- pandemic India, some retail habits are projected to persist. The online trend has changed such that companies now offer same-day delivery, the experience of reality shopping, payments through

UPI, and providing a personalised shopping experience to the consumers.

Marketing Analytics- Post COVID19

i) 4 Ps of Marketing Mix

Product

There was a brief narrowing of the products and a shift to "necessary items" during Covid-19 lockdowns. Consumer views of product definitions have changed as a result of disruptions, and a new roadmap with modifications has now been developed. Through social media platforms, a new universe was established online that offers society more functionalities in times of crisis.

Price

Customers are becoming more cautious before saying "yes" to the product as a result of the uncertainty and adversity caused by the pandemic. Price is an important consideration; in order to make purchasing a product simple, businesses and brands need to be aware of any price changes, offers, or modifications to the terms of purchase. Marketers have employed innovative strategies, such as the elimination of shipping and handling

fees, the promotion of COD, free trials, an easy cancellation process, and lower margins to encourage bulk purchasing, to convert clients from offline to online purchasing.

Place

Significant changes are made to the customer's method of product or service acquisition. The connection between consumers and marketers has decreased, and consumers now demand the delivery of goods and services to be as safe as possible. There used to be a one-size-fits-all solution, but today's methods include chat and phone support, self-guided demonstrations, how-to videos, touchless delivery, a rise in FAQs to enhance engagement, and online education of products and information gathering activity.

Promotion

To convey the right information and message through their chosen promotion channel, marketers must evaluate their marketing methods. To appeal to target clients, the promotion strategy should combine business with compassion.

ii) Use of digital marketing

Everyone was at home during the pandemic and the only mode of communication was through digital platforms. Platforms mainly Instagram, Facebook, LinkedIn, Twitter and Clubhouse gained maximum usage and recognition. Companies connected with the people through these means and every business could be recognised only if they had a presence here. The physical marketing gradually started losing its charisma of gaining the attention as there was no one outside to see it. The usage of digital art, videos, and memes and so on have received the most amount of attention. People want some form of entertainment along with the information about the product.

Facebook: Today, Facebook is one of the main platform used by marketers to distribute content. State of Marketing Report by HubSpot, 2021 Americans use Facebook to the tune of 69%. Mobile devices are used by 98.3% of Facebook users to access the app. In the fourth quarter of 2021, there were an average of 1.8 billion daily active users (DAUs), an increase of 11% from the previous quarter.

Instagram: Currently, Instagram has more than 500 million daily active users. Instagram is used by users for 10 hours a month on average. The second-best social media channel for marketers is Instagram. State of Marketing Report by HubSpot, 2021 in 2020, users will spend about 30 minutes every day on Instagram.

Twitter: More than 319 million people use Twitter. Twitter is ranked as the 12th most popular website in the world. 2021 the United States is where Twitter is most widely used, followed by Japan. The majority of Twitter users are male. In 2021, 82 percent of B2B content marketers used Twitter for organic promotion. In 2021, the Content Marketing Institute Twitter observed a roughly 20% boost in click through rate across all targets after testing multi-destination carousels.

Over 774 million people use LinkedIn, with about one-fourth of them being internet users in the United States. With a share of 32.3 percent, LinkedIn is the top B2B display advertiser in the United States. LinkedIn live streaming have increased by 158 percent since the beginning of 2020, more than double. Four out of five LinkedIn users influence company choices. For organic social media marketing, LinkedIn is used by over 90% of B2B marketers. In 2021, the Content Marketing Institute.

Pinterest had 459 million monthly active users as of January 2021. Women make up more than 60% of Pinterest's global user base. On Pinterest, unbranded searches make up 97% of the top searches. 85 percent of Pinterest users said they use the site to plan new projects. The demographics of Pinterest have changed, with a 40% increase in male and Generation Z user's year over year.

Snapchat 59 percent of Snapchat users in the US check it every day. 2021 Pew Research Centre over 30 minutes are spent on Snapchat each day by users. There are more than 300 million users of Snapchat. Instagram, 2021 in 2019, North America accounted for \$1.07 billion of Snapchat's total \$1.79 billion global revenue. 44% of American teenagers in 2019, Snapchat was the most significant social media platform. On its site, Snapchat offers six different ad formats.

Instagram as a selling Platform

INSTAGRAM FEATURES:

In recent years, Instagram has grown in admiration and has a vast user base. The photo-sharing app offers many more features than just photo sharing with growth in time. According to statistics, as of April 2019, Instagram had at least 1 billion active users monthly. Hence, this is a clear indication that the platform's user base has grown so that no business, brand, marketer or organisation can manage to ignore it. Fortunately, Instagram is designed for companies, and all of its features can be utilised for marketing. The various features Instagram offers are designed to grab the attention of young people.

HASHTAGS:

A hashtag (e.g., #LetLive) is a grouping of letters, numbers, and/or emoji followed by the # sign.

Hashtags are an excellent method to grow your Instagram following and reach more people. When you use a hashtag post on you, your post will appear on the explore page. If you add a hashtag in your Instagram Story, it may appear in the related hashtag Story, also displayed on the hashtag page. Instagram permits each post to have 30 hashtags as a maximum limit, but 5-7 do just fine.

INSTAGRAM AND INFLUENCER MARKETING

Influencers are considered to be those who have made a reputation for themselves in a specific niche. They act as brand ambassadors and are similar to online celebrities. Influencer marketing is a social media approach in which a business pays an influencer to promote their product. Payments on Instagram are usually made in the form of free things, cash, or discounts on high-priced items.

Instagram is one of the trendiest platforms for influencer marketing due to the high availability of users, demographics of the users and the features the app offers. Influencer marketing is essential to build deeper relationships increase reach and engagement; hence extremely crucial for brands today to adopt.

INSTAGRAM AS A SELLING PLATFORM (INSTAGRAM PROMOTION):

Instagram advertising is a must-have for your business to increase brand exposure. This social network attracts over 1 billion active users every month, with 90% of the following at least one corporate account. Another incentive to utilise Instagram to promote your business is the chance to develop intimate relationships with your clients. Instagram users regularly connect with companies on the platform, with an average engagement rate of 1.6 per cent each post. It is said that 77% of the consumers are more inclined towards making a purchase from a business if they follow it on social media, and 65 per cent buy after seeing it on Instagram. Using Instagram's paid promotion feature has plenty of advantages, like the potential to reach a large audience, enhance the visibility of your content, and add clickable calls to action (CTA).

You can leverage two types of paid content, namely, influencer marketing (discussed above) and Instagram promotion, tagged as 'sponsored'. There are two types of Instagram promotion,

Instagram post promotion, under this type one, can choose a post they have already posted, and that would be beneficial to promote to boost sales. Using this tool, you move your audience along the sales funnel. Instagram post promotion allows your post to be visible on users' profiles who do not follow you but are your target audience. This allows a brand to reach its target audience more precisely, thus generating high brand awareness and boosting sales. Instagram advertising is less likely to offend your target demographic because

it is non-intrusive. 2. Instagram story promotion, this feature is the same as that of Instagram post promotion; however, these sponsored go as stories to the target audience. Using the various features offered by Instagram Stories, one can utilise the quizzes, stickers and others to create engaging content. Consumers click on the clickable calls and increase brand awareness and sales. Brands are simply becoming visible to potential and new customers by spending hardly a part of their budget.

Instagram paid promotion is an exceptional way to get more leads and make your brand more visible and out there. To make complete use of it, make sure to take essential care of your lead nurturing process and utilise diverse marketing channels. Email marketing, chat bots, push notifications, and SMS can come in handy to convert your prospects into paying customers. With the quick success of the feature of Instagram, various brands and small businesses have touched a vast audience and generated high sales. Without a doubt, we can say that plenty of people has started businesses just by having an account on the social media platform and are doing exceptionally well. Especially during the pandemic, the emergence of 'small businesses' grew who leveraged on Instagram for its paid promotion feature to grow and reach people who they never thought of as their potential audience. The power of Instagram promotion is high and should increase in the upcoming years.

FREQUENTLY USED INSTAGRAM FEATURES (CONSUMERS)

When the total of 391 respondents were asked their most used features on Instagram, we could see Reels being the most used feature with 293 respondents choosing it, followed by Instagram posts with 260 respondents choosing and lastly, we had stories with 249 respondents using it as an often feature.

Marketing Current Trends and Future

What is the growth rate of digital marketing?

- The compound annual growth rate of digital marketing from 2020-2026 is projected at 9%.
- Digital display is projected to grow at a 15.5% CAGR, while search is projected to grow at 12.2%. Search accounts for 40.9% of the global digital advertising and marketing market.
- 63% of businesses have increased their digital marketing budgets just this past year.
- Between 2020 and 2021, there was a 14% growth rate in digital marketing budget spending across businesses.

What is the success rate of digital marketing?

- PPC returns \$2 for every \$1 spent—resulting in a 200% ROI rate.
- Paid ad channels with the highest reported ROI rate are Facebook Ads and Google Ads.
- 49% of businesses say that organic search brings them the best marketing ROI.
- Email marketing returns \$36 for every \$1 spent.
- Small businesses claim that email marketing is the marketing channel that brings them the highest return on investment.
- Over 20% of businesses say that the number of leads generated is the primary factor they base the success of their marketing channels.
- Content marketing and SEO provides the best ROI according to marketers in this Databox.

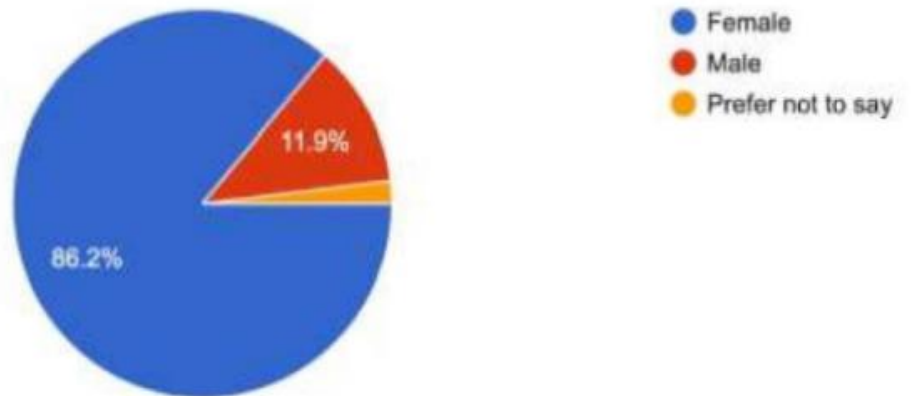
How effective is online advertising?

- Digital ads can increase brand awareness by 80%.
- Consumers are 155% more likely to look up your brand-specific terms after they've been exposed to display ads.
- Customers are 70% more likely to make a purchase from a retargeting ad.
- PPC returns \$2 for every \$1 spent—a 200% ROI.
- When someone conducts a search after initially seeing a related display ad, the likelihood of them converting is 59%.
- A user's search activity rises 155% after being served a display ad.
- 27% of consumers conduct a search for a business after seeing their display ad.
- PPC generates double the number of website visitors that SEO brings in.

- Paid ad channels with the highest reported ROI rate are Facebook ads and Google Ads.

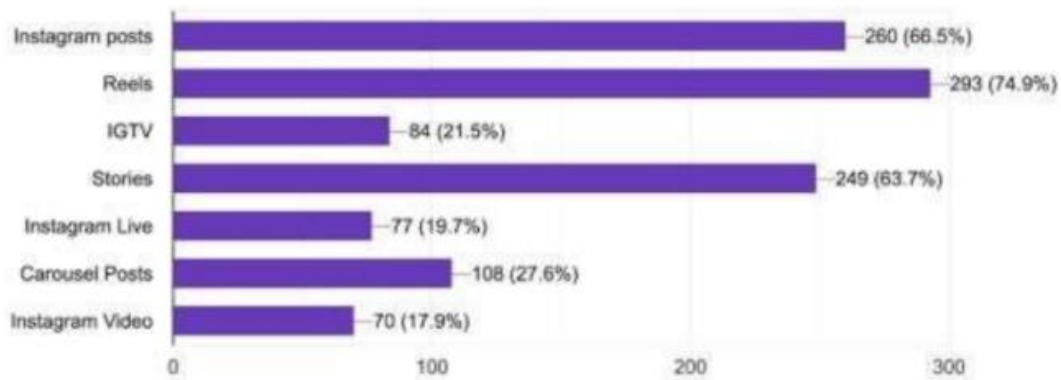
Gender

261 responses



Which features on Instagram do you use often?

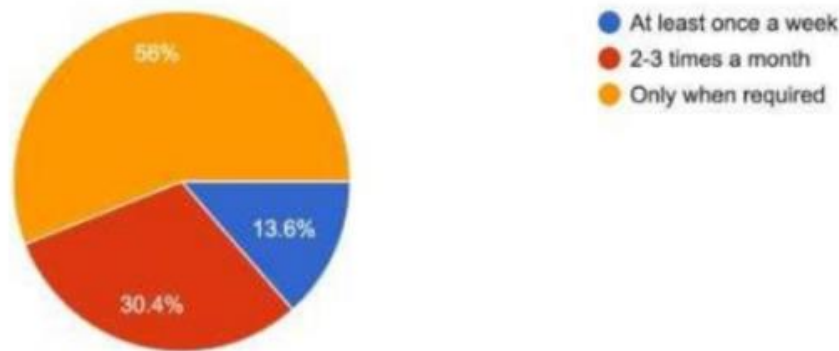
391 responses



3. PURCHASES THROUGH INSTAGRAM

How often do you purchase from small businesses present on Instagram?

391 responses



Business Analytics and Types

Taking in and processing historical business data is what business analytics is all about. Data analysis is to uncover trends, patterns, and root causes. Based on such insights, make data-driven business decisions.

Business analytics plays an important role in taking major decisions in business. Organizations use business analytics to make data-driven decisions. Business analytics provides businesses with a fantastic overview and insight into how they might become more efficient, and these insights will allow such businesses to streamline and automate their processes.

There are basically 4 types of business analytics.

1. Descriptive Analytics:

It summarises an organisation's existing data to comprehend what has occurred or is occurring in the past. Descriptive analytics is the most basic type of analytics because it relies on data collection and mining techniques. It increases the accessibility of data to members of an organisation such as investors, shareholders, marketing executives, and sales managers.

It can assist in identifying strengths and weaknesses as well as providing insight into customer behaviour. This contributes to the development of strategies for focused marketing.

2. Diagnostic Analysis:

This type of analytics assists in shifting the focus from past performance to current occurrences and determining which factors influence trends. Techniques such as data discovery, data mining, and drill-down

are used to determine the root cause of occurrences. Diagnostic analytics employs probabilities and likelihoods to determine why occurrences occur. For classification and regression, techniques such as sensitivity analysis and training algorithms are used.

3. Predictive Analytics:

This sort of analytics is used to forecast the potential of a future event using statistical models and machine learning techniques. It uses descriptive analytics results to create models that extrapolate the likelihood of items. Machine Learning specialists are used to perform predictive analyses. They can obtain greater accuracy than business intelligence alone.

Sentiment analysis is one of the most prevalent uses. Existing data from social media is used to create a thorough picture of a user's views in this case. This information is analysed in order to forecast their mood (positive, neutral or negative).

4. Prescriptive Analysis:

Going a step beyond predictive analytics, it provides recommendations for the next best action to be taken. It suggests all favourable outcomes according to a specific course of action and also recommends the specific actions needed to deliver the most desired result. It mainly relies on two things, a strong feedback system and a constant iterative analysis. It learns the relation between actions and their outcomes. One common use of this type of analytics is to create recommendation systems.

Business Analytics tools

Business analytics tools are applications that retrieve data from one or more business systems and store it in a repository, such as a data warehouse, for review and analysis. Most businesses employ many analytics tools, such as spreadsheets with statistical functions, statistical software packages, complex data mining tools, and predictive modelling tools. Together, these business analytics tools provide the organisation with a holistic perspective of the company in order to deliver crucial insights and understanding of the business so that smarter decisions about business operations, customer conversions, and more may be made.

Major Tools used in business analytics.

The following are one of the major tools used in business analytics in the present times:

1. Qlikview

Qlik, a business analysis and software startup, debuted QuikView, which is now known as QlikView, as its first product. It is one of the most recommended tools for business analytics due to its unique features. It also responds faster than Tableau, which we will examine later.

QlikView is simple to set up and learn, and it also allows users to acquire business insights by associating data and determining what data is unrelated. There is no prior programming experience required. Even a little familiarity of SQL and VB Script can help you get the most out of this tool. Qlik is very supportive of its tool's dissemination by providing a free version of QlikView for personal usage.

2. Splunk

Splunk Technology, situated in San Francisco, is well known for developing tools that handle many parts of machine generated data, such as searching, monitoring, and analysing it. Splunk is a tool that captures, indexes, and finds correlations between real-time data from a searchable repository. This repository is used to generate graphs, reports, and dashboards, among other things.

3. SAS

SAS is a statistical software package developed in North Carolina by the SAS Institute for data management for data management, advanced analytics, and predictive analytics. It is currently widely used in the analytics business because of its robust nature and simple procedures.

This cutting-edge business analytics software streamlines the process of evaluating massive data volumes in real time. Its cutting-edge technology enables users to transform raw data into meaningful information that can be used to derive valuable insights. SAS has developed more modules throughout the years to achieve the finest results for SAS analytics beneficial for IoT, SAS anti-money laundering, and more.

4. Excel

Many people may be surprised by this. Yes, Excel is one of the most affordable and widely used data analytics tools in the world. Even if you are an expert in SAS or Tableau, you must use Excel. It becomes even more critical when analytics on the client's internal data is required. Excel does the difficult process of summarising the data with a preview of pivot tables that aid in data filtering based on the client's needs. Excel includes

strong business analytics capabilities that aid in modelling skills such as time grouping and automatic relationship recognition.

5. Tableau Public

Tableau Public lets you access and download files in a variety of formats. The nicest thing is that even non-technical individuals can use Tableau Public. This is unquestionably one of the best business analytics tools available today. You must have a really good data source if you want to see the true capability of this application. Because of its ability to work with large data, it has become an even more important business analytics tool in the market.

6. Rapid Miner

RapidMiner is a strong data science tool created by the same firm. RapidMiner is well-known for its predictive analytics and advanced analytics, which include data mining, machine learning, and visual analytics. This tool does not require any prior programming knowledge. It can be integrated with any sort of data source, including Access, Excel, Teradata, Sybase, Oracle, IBM SPSS, and others. This is a highly effective tool for controlling the formats and data sets used in predictive analysis. It gives a free trial period for users to evaluate its capabilities.

7. MicroStrategy

MicroStrategy is a business analytics platform that combines strong analytical skills with the ability to analyse unstructured text data smoothly. MicroStrategy's text analytics products can be used to further examine this unstructured data.

This is a leading business analytics tool that provides data discovery, data visualisations, flat files, web services, and hosts other data sources for analysis. To use this application, you must have a basic understanding of programming, data analysis, and SQL. This excellent business analytics solution includes a variety of business analysis tools and approaches, enabling users to create and distribute reports from any location or device.

Business Analytics Post Pandemic

1. Firms are abandoning machine learning in favour of descriptive analytics.

The COVID-19 pandemic has wreaked havoc on everything from consumer behaviour to supply systems, and the economic fallout is generating even more disruption. The data analytics industry is confronted with a difficult problem: how to use previous data to forecast future behaviour in the face of ambiguity. Few firms are going about their business as usual or as expected.

2. New Applications for Business Intelligence and Data Analytics

Organisations have begun employing data in novel ways to address the issues. According to the survey, 55% of firms use data to improve efficiencies and foresee changes and results. Another 45% rely on data to forecast these results. "Organisations use a wide range of analytics and data capabilities for situational awareness and critical response, disease categorization, identifying likely treatments or factors that make the virus more virulent for some patients, medical resource optimization, contract tracing, and end-to-end supply chain scenario planning, among other things."

3. Small businesses are at the forefront of business intelligence and data analytics.

The report, named "The State of BI & Analytics Report 2020: Special COVID-19 Edition," also found that smaller businesses with 51 to 2,000 employees had an easier time adopting new use cases for data during the pandemic. Sixty-eight percent of small businesses have reported using BI and data analytics for operations, while more than half have used analytics for finance (56%) and 50% for sales. Another 45% utilised data for products.

BlockChain in Business Analytics

Blockchain in basic terms is for collecting and storing data. It collects and stores information in blocks, which have a certain amount of storage capacity and is linked to the previous block through chains and this is the reason being termed "Blockchain". Each of these blocks is connected to previous blocks containing some amount of information. The data is irreversible as each of these blocks has their own time stamps.

Several companies are introducing business intelligence and blockchain together. Many of these businesses are attempting to secure their data by leveraging the blockchain's promise for encrypted ledgers.

One of the benefits of adopting blockchain for business intelligence is that no other technology is as closely connected with blockchain as business intelligence, and there's a reason for this: blockchain has the most widely used applications for business intelligence.

Because of the availability of records within a network, blockchain, which is well recognised in the Bitcoin industry, offers consumers with data that cannot be altered.

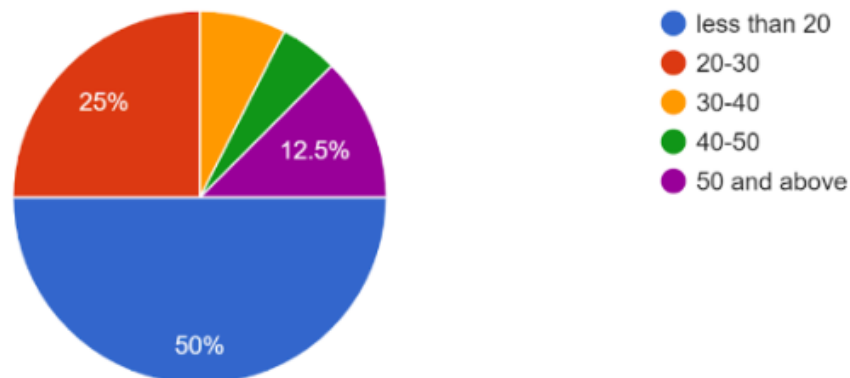
Survey Results and Analysis

1. Sample size 40 (Mainly GenZ)

The results of age groups are as follows

Age

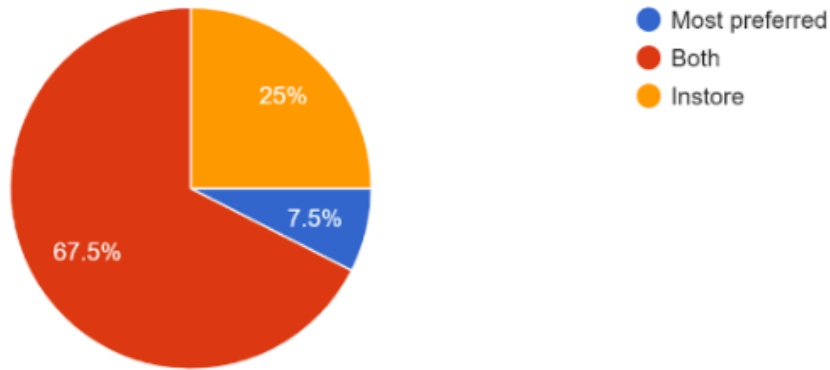
40 responses



2. Presence of online shopping

Do you prefer buying commodities online or in-store?

40 responses



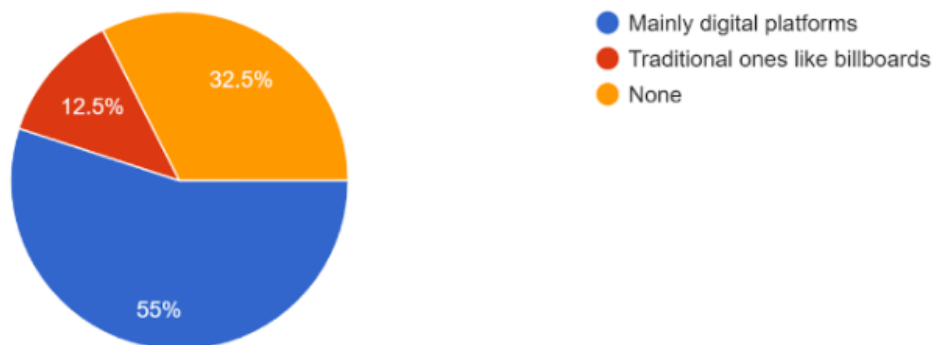
Shows how the presence of online image of any business is important. As most of the consumers prefer online and offline. This shows how the number of in-store is quite less and people like purchasing at their own time.

3. Digital marketing

Impact of the digital platforms, convince and drive the market to purchase.

Do Ads on the digital or traditional platform attract you?

40 responses

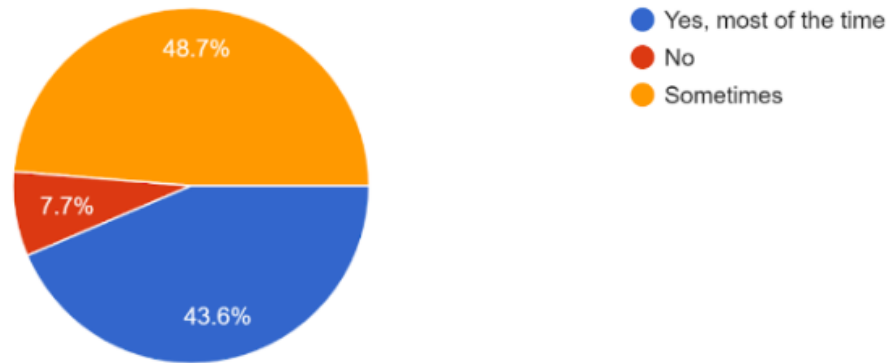


4. SEO Functioning

The products you are looking for and then suggested with similar products. Usage of words and business tools to showcase their products.

Are SEOs used by organisations helpful for you as a customer?

39 responses

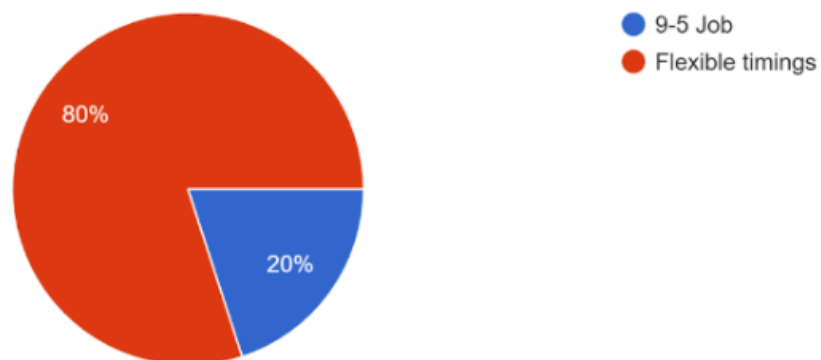


5. Understanding the Working expectation

As 50% were GenZ, the change in work culture is seen in this.

Would you prefer to working

40 responses

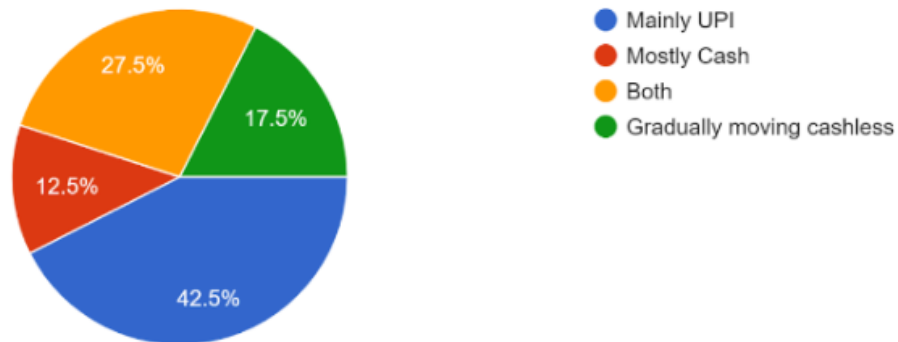


6. Modes of payment the generation prefers

Methods to provide convenient ways of payment to their customers, hence enhancing business.

Do you prefer UPI or prefer carrying cash?

40 responses



Conclusion

As we have seen how technology plays a vital role in both Marketing and Business Analytics, the further developments will enhance their effectiveness and efficiencies. The new generation as well as the pandemic have acted as a catalyst in the digital transformation.

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Link for the results of the survey- July 2022

