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Paper Authors

Dr.V. SAI PRASANTH



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EFFECTIVE BRAND MARKETING DURING COVID-19

Dr.V. SAI PRASANTH

Assistant Professor, Avanthi Institute of Engineering and Technology,
Vizianagaram, AP

Abstract— Since the COVID-19 pandemic has assaulted the world, it has gotten hard for marketers to cruise through. Numerous gatherings, occasions, and item dispatches are hung in the mid because of the worldwide emergency and lockdown. In any case, since advertising is the wizardry wand for some organizations, it is demonstrating its marvels through online stages. By solidly depending via web-based media stages and online entrances, the advertisers are creating lobbies for prevailing in their undertakings. There are different reasons why marketers embrace new showcasing patterns.

Keywords: Brand, Marketing, Marketers, Covid-19

INTRODUCTION

In covid-19 difficult times, it is difficult for marketers to make out where to begin. In only a couple brief weeks, individuals have moved into assurance mode, zeroed in on themselves, their families, their workers, their clients, and their networks. Online media mirrors this, with requests for compatriot to follow government wellbeing rules. Individuals have crossed sectarian lines to assemble spans inside their areas and networks and bring together against an imperceptible power.

As social distancing has forced many people to be at home, we're additionally observing significant movements in behavioural trends. Consumers have started to depend on cable television and other top media sources for reliable information. They are likewise looking for additional in the method of idealism and

diversion — downloading gaming applications, investing much more energy in online media, and streaming more films and scripted programming. Furthermore, between distant working courses of action and live-streamed exercise classes, school talks, and social commitment, we are trying the transfer speed of our homes in a to a great extent pre-5G world.

A **brand** is a name, term, sign, symbol, or design or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of the competitor - **Phillip Kotler**

“**Branding** is endowing products and services with the power of a **brand**” (Kotler & Keller, 2015) **Branding** is the process of giving a meaning to specific organization, company, products or services by creating and shaping a **brand** in consumers' minds.

Brand Marketing promotes your products or services in a way that highlights your overall brand. The goal of brand marketing is to link your identity, values, and personality with communications to your audience. A strong brand today requires a personality that resonates with its audience in a synchronized way, across all platforms, from social media to billboards, to its packaging. Modern-day branding can be defined as the art of representing a company's identity from who they are, what they do, the level of quality they offer, to their reputation.

OBJECTIVES OF THE STUDY:

1. To understand the effective marketing during covid-19
2. To know the marketing strategies of firms.

RESEARCH METHOD

The approach of this article is thought, or calculated dependent on intellectualize and reflects the effective brand marketing. The main source of the data is secondary.

REVIEW OF LITERATURE

Hyunjoo et al. (2019) investigated the effect of brand credibility on shaping self fortifying resources (luring oneself, advancing oneself and empowering oneself), which accordingly impact the brand self-connectedness and customers' social expectations. Brand legitimacy was found to impact oneself fortifying resources. Thusly, oneself fortifying resources advanced closeness toward the brand, accordingly expanding the conduct goals of customers to purchase an item,

visit a store/site later on and prescribe the brand to others.

Urska and Podnar (2018) inspected connections between buyer brand recognizable proof (CBI), brand glory (BP), brand humanoid attribution (BA) and shoppers' dynamic commitment in brand exercises via web-based media in corporate brand settings. Notoriety of corporate brands was found to emphatically impact purchaser brand recognizable proof. Likewise, CBI decidedly influences customers' dynamic commitment and completely intercedes the impact of BP and BA on buyers brand commitment (CBE) with corporate brands.

Mir and Darzi (2017) have analyzed enlistment of Kashmir Pashmina under Geographical Indications (GI) Act. The paper clarifies how enrolment under GI will give legitimate security and different advantages to the partners of craftsmanship industry. The scientists have given rundown of six artworks which have been enrolled under GI in J&K which incorporates Kashmir Pashmina, Sozni Embroidery, Kani Shawl, Khatamband, Walnut wood cutting and Papermachie. The paper presents contextual investigation of Kashmir Pashmina and clarifies the difficulties looked by provincial pashmina industry and instrument received by Craft Development Institute, Srinagar for usage of GI in Kashmir Pashmina. The paper gives data on pashmina creation limits of various nations on the planet. The specialists have additionally clarified the customary creation cycle of Kashmir pashmina, advantages of GI in

Kashmir Pashmina and difficulties in execution of GI.

Singh (2016) has examined different exchange strategies and practices identified with Kashmir Pashmina. The paper uncovers that Kashmir Pashmina has a place with the best class of creature filaments and is first formally GI enlisted workmanship from India. The paper clarifies the historical backdrop of pashmina exchange the J&K and gives factual review of pashmina creation and fares. The paper gives information on significant trading and bringing in nations of pashmina with China driving as significant exporter with 10,000 tons yearly and United States as significant shipper. The paper asserts that Kashmir is sending out 70 tons of pashmina every year. The paper likewise clarifies plans being actualized by different branches of Government of India and Government of J&K implied for advancement of handloom and workmanship area.

BRAND MARKETING

Branding is who you are—and marketing is how you build awareness. Branding is your strategy, while marketing encompasses your tactical goals. Branding is an idea that reaches out a long ways past the showcasing of "brand name". An organization's image speaks to their market character—what their identity is, their specialty, what sort of value they give, their standing for reliability, and the sky is the limit from there. Thus, brand promoting is essential to virtually every business, from those selling breakfast grains, to those growing new

innovations, to those offering calculated help to different organizations.

Brand Marketing impacts the choices of an assortment of clients, including both end buyers and organizations. It is best for creating rehash business, as any client's impression of a brand will be to a great extent educated by their past experience(s) with that brand. When building up a brand campaign, organizations work to expand clients' attention to their standing. This includes imparting what the organization does and how well it does it, and giving an approach to get that data to mind a moment. Right now perspective may be conveyed through a logo that shows up on all organization material—item bundling, organization site, business cards and writing material, email address, and (for trademarks) telephone noting framework. The brand name/logo should be omnipresent, so clients partner the organization and its standing with each item and administration that organization gives.

Brand marketing is as much about item quality all things considered about correspondence, with helpless item quality influencing a client's view of a brand unmistakably beyond what great quality can. This consideration regarding quality must reach out to each part of the organization's association with clients, including the organization site and web-based media movement. Web promoting of a brand is impossible as an untimely idea, with little venture; any insufficiency will consider the

organization's reputation, and all of its services and products.

Effective brand marketing requires the capacity to impart a reasonable and convincing message, just as the capacity to gather and examine information that bolsters that message. A marketing degree program is organized around building up these capacities. Brand marketing includes imparting not exclusively to various crowds, yet in addition across various mediums—sound and visual, verbal and non-verbal, single direction and two-way correspondence. Showcasing classes will expect you to rehearse and build up these abilities, utilizing input to change and improve your message and conveyance.

An advertising system will likewise show you how to gain great information, which will assist you with understanding the choices and view of your clients. Such a program will prepare you in the techniques for exploration and information assortment; just as factual examination that empowers you to comprehend a given market's inclinations, purchasing propensities, and impression of both you and your opposition. You'll figure out how to utilize this information to choose objectives and assess the exhibition of advertising techniques in arriving at those objectives.

During Covid-19 at peak stage, local FMCG firm Dabur turned out more than 40 new items and variants. Most of them were immunity-boosting items or cleanliness items, for

example, sanitisers that were connected to client needs during the pandemic.

Godrej Consumer Products too did numerous launches during this period. Especially critical was an individual and home cleanliness scope of 12 items clubbed together under the Godrej Protekt brand. It incorporates cleanser, body wash, products of the soil wash, dish-washing fluid, hand-sanitiser sachet, air and surface disinfectant shower, hostile to bacterial wipes and face covers.

Another nimble mover was ITC, which dispatched organic product refreshments with invulnerability contributions under its B Natural+ brand. It likewise came out with a large number of cleanliness arrangements under the Savlon brand, remembering sanitisers for sachet design estimated at only 50 paise.

Indeed, even MNCs — generally famously delayed on the item dispatch front — pushed new contributions. Take Coca-Cola, which dispatched Minute Maid Vita Punch, a scope of natural product mixed drinks advanced with Vitamin C to help resistance and scaled up Minute Maid Nutriforce, a Kashmiri squeezed apple strengthened with iron, zinc and other basic nutrients. It additionally dispatched its Vio Spiced Buttermilk as a hyperlocal offering. During the underlying days of the lockdown, when gracefully chains were seriously upset, FMCG organizations that had customarily been slow pokes on computerized understood the noteworthiness of online business. A considerable lot of them co-made items with

web based business players and dispatched online first items. Take, for instance, Godrej's Hit Anti-Mosquito Racquet or Dabur Himalayan Apple Cider Vinegar.

Organizations additionally rapidly tied up with new contestants in basic items conveyance, for example, Swiggy, Zomato and Dunzo, to reinforce last-mile conveyances.

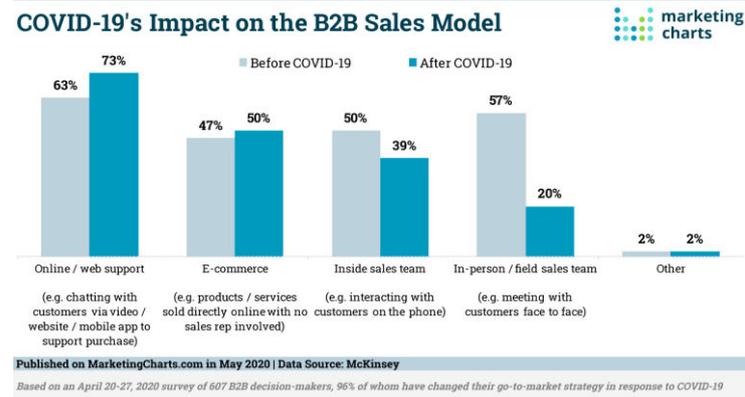
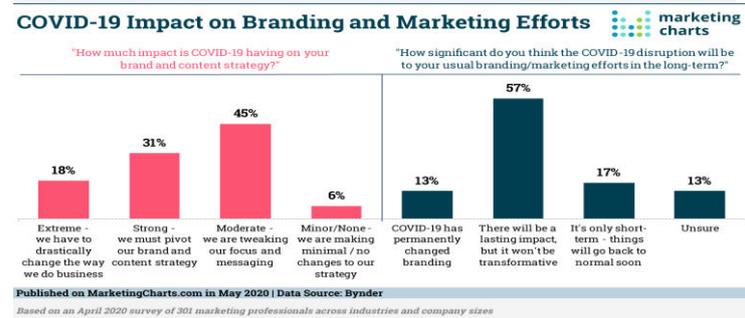
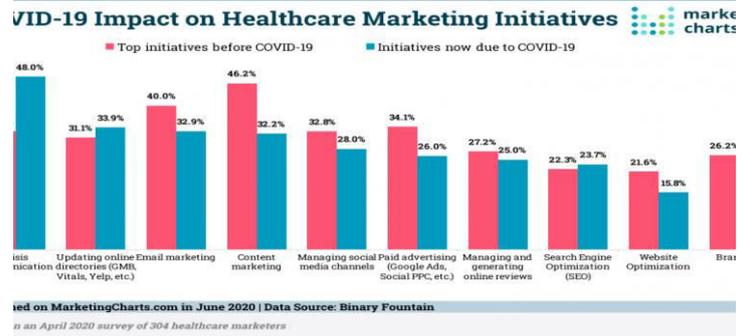
They misused new channels as well. Godrej cooperated with the Indian Railways' Central Railway zone to advance travel cleanliness among travelers and rail workers. "Two lakh results of our new reach like hand-sanitiser sachets, and in a hurry disinfectant shower will be utilized in traveler trains. Our air and surface disinfectant shower will be utilized to sanitize surfaces of ticket booking counters also," says Kataria. Coca-Cola India additionally tied-up with Common Services Centers to list its items on the Grameen eStore stage.

For ITC, which was one of the speediest in realigning its circulation framework, an unmistakable development was a store on wheels to arrive at clients straightforwardly. The organization likewise tied up with assorted organizations, for example, Domino's and Amway other than going for other online business tie-ups to take its items to buyers.

Coca-Cola India too wonderfully scaled up its capacity to work on internet business and staple channels.

Graphical Presentation of Brand marketing in health care and sales during COVID-19 is furnished below, the information is

collected from marketingcharts.com 2020 may edition.



Five Indian businesses that pivoted their business to survive and grow amidst the COVID-19 pandemic.

1. [Hula Global](#)

"Hula Global is an apparel manufacturing company for wholesale buying. This produced garments for both men and women, and act as an OEM for various retailers across the world. Karan Bose, Founder of Hula Global, a garment manufacturing company, also pivoted his business to manufacture N95 masks and

surgical gowns, among other essential items, in the time of coronavirus. Noida-based Hula Global was founded in 2018, and the business was doing well until the coronavirus pandemic hit the country. Karan says, to run the business operations and tide through the hard times, he diversified its business into manufacturing PPE kits, N95 masks, face shields, etc., to meet the rising demand for such products in the country.

2. Homescape

Founded in 2013 by Manoj Khandelwal, the Bengaluru-based company is a coworking space. As most people started working from home due to the coronavirus, the company came up with an initiative called 'Homescape,' to provide furniture to people working from home. It is providing tables, chairs, and desks to help improve the individual's productivity and provide them with comfort and ease at the same time.

3. Shree Shakti Enterprises

In 1997, Rahul's father established the company's first manufacturing unit in Delhi, and launched the brand PNB Kitchenmate. By the turn of the millennium, Shree Shakti became a manufacturer and seller of essential kitchenware. Between 2010 and 2019, he opened three new manufacturing units, expanded the company's workforce to 500, and increased its turnover from Rs 10 crore to Rs 140 crore, growing at an average of 40 percent year on year.

4. Bioline India

Neeta Goel, Founder of Bioline India, narrates a

similar story with ULV Bio Fogger, a product that was developed in 2005. "We have been supplying them to the local hospitals for sterilisation. However, it wasn't into demand until coronavirus hit us badly." She shares how COVID-19 skyrocketed the demand of this once slow-moving product so much so that the team is working 24x7 to meet the demand, pivoting its business operations.

5. Zyro Care

Kamayani Naresh, a retired Indian Navy officer, claims to have developed a long and sustainable solution to boost immunity — zyropathy — which is named for the word 'Zyro' and means helping humanity. Naresh is the founder of Zyro Health Care Pvt Ltd, a Delhi-based company that provides food and herbal supplements.

Recommendations

Viable promoting centers around how to imagine, convey, and convey client esteem — and this has never been more significant than in the current emergency. The way to progress for little and midtier brand proprietors is to recognize what esteem intends to clients as they set up new buying schedules. This requires returning to the basics and distinguishing how extra worth may be offered over every one of the customary four P's of showcasing (item, value, advancement, and spot) and adopting a new and more extensive strategy to each.

Think arrangement, not simply item. During this pandemic, advertisers must comprehend that there is no ideal item except for just an answer

that meets the client's requirements and wanted result. Numerous officeholder driving brands keep on characterizing their allure dependent on how they are separated from contenders. Notwithstanding, the current open door lies in how brands can be separated for clients. All through this emergency, the brands that end up being pertinent to clients' interests about wellbeing, security, and affirmation will discover serious balance.

In the online climate, more modest brands ought to guarantee that, if suitable, their items are labeled with the characteristics utilized by buyers to look in their class —, for example, "antibacterial" or "purifying" for cleaning items, and "non-GMO," "solid," "low fat," or "zero carb" for food items — in any event, referencing these terms in front of their own image names (something that the main brands could never do). This could guarantee that their items will rank higher in the indexed lists of shoppers who have no solid brand inclination in the classification.

Think access, not simply place. Item deficiencies and void store racks have overwhelmed the features and web-based media, countless organizations are retooling their flexibly binds and circulation capacities to react to request. While getting items to market will stay a center showcasing capacity, a more extensive, all the more long haul perspective on "place" expects advertisers to consider an omni channel viewpoint that incorporates every single

likely source and purposes of conveyance where customers can be presented to, can assess, and can buy a contribution.

Think esteem, not simply cost. Purchasers are encountering extreme monetary vulnerability and will probably keep on doing as such for a long time to come. This new monetary climate will probably be risky for some, driving brands, whose cost structures depend on their capacity to order a value premium. Basically, purchasing name brands has lost a portion of its allure in this season of classification buying versus brand buying.

Conclusion

In these difficult occasions, computerized showcasing is regularly the keep going thing on individuals' brains. However, as advertisers, we actually need to focus. What's more, our positions change with the seasons, in that we need to react to the world all things considered, as it changes — not the world we wish it was, or the world it used to be.

For those organizations seeing lower deals during the emergency, exploit that personal time and be prepared to return solid. Zero in on developing your SEO, improving your web architecture, and streamlining your website's UX for better transformation rates.

Promoting in the conditions forced on us by the Covid must incline toward network, brand building, and associations with existing clients. On the off chance that you can broadcast the correct vibe in your informing to address these individuals as they may be, and

that message resounds, your business will be in a decent situation to hold piece of the pie (or even increase it) as financial action over the U.S. starts to arrive at another typical.

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