

## **Role of social media in Boosting Sales of Antibacterial Soaps During Corona Pandemic**

**Dr. Shazada Azam Khan Alwi**

*Manager Memon Medical Institute*

[Drazam.khan@yahoo.com](mailto:Drazam.khan@yahoo.com)

**Mohammad Najam Khan**

*Officer Grade 1 , Bank AL Habib Pvt.*

### **Abstract**

*This research paper aims to find out the role of social media and its impact on sales of FMCG products. Consumers face impending health threats from pandemics, to which they traditionally have responded with fear and terror. A predicted reaction during a pandemic is panicking, which jeopardizes coping skills and upsets the delicate balance of existence. Consumers exhibit frequently unexplained behavior that varies from place to place and culture to culture. Since the beginning of time, people have been known to increase or panic buy at times of public health emergencies. However, a comprehensive search for the precise psychological basis behind it has not been conducted. Therefore, the goal of the study is to pinpoint any potential psychological factors that may be at play in consumer purchasing patterns during pandemics. During pandemics, the feeling of scarcity is significantly correlated with consumer purchasing behavior and collecting and saving habits rise if a scarcity arises for the immediate necessities. It also fosters a sense of vulnerability, which in turn triggers another motivation for amassing possessions. The perception of uncertainty and instability in particular circumstances has also been connected to panic buying. In addition, supply disruption—a situation in which the regular flow of products through the supply chain is disrupted—has frequently been recorded during natural disasters and other unwelcome catastrophes. This research further analyses the impact of social media marketing on FMCG products such as antibacterial products as in how many people tend to buy antibacterial products and how many people were health conscious so it effectively highlights and evaluates the use of FMCG products and at what extent during corona pandemic.*

**Keywords:** *social media, buying behavior, brand loyalty, FMCG, household income*

## **Introduction**

The Marketing industry plays an important role in the marketing of the product or services; they persuade the consumers to buy a particular product by giving the awareness of that product. Many businesses have been caught off guard by the COVID-19 Pandemic, and for good cause. Only those who are agile and adaptable have the best chance of surviving in the chaos and uncertainty. In the present COVID-19 environment, there are three strategies that organizations may use to adapt or pivot, and social media marketing is essential to the implementation of all three. Since the majority of people are remaining at home, it is crucial that businesses adapt their offers wherever possible to enable customers to interact with their brand and products while at home. This entails making online or telephone ordering a quick and easy process, and home delivery that is not just easily accessible, affordable, and contact-free. customers will be appreciative that you gave them something enjoyable and practical to do while they were cooped up at home. In fact, the Edelman Trust Barometer Special Report discovered that since the start of the COVID-19 Pandemic, more than one-third of consumers (including 82 percent in China and 60 percent in India) claimed to have switched to a new brand as a result of the creative or sympathetic way in which it responded. As a result, making the effort to step up social media efforts can lead to strengthening current customer relationships and creating new ones. In this study we will clearly focus on FMCG products. Fast-moving consumer goods (FMCG) include items like aspirin, milk, gum, fruit and vegetables, soda, beer, and gum that are less expensive and sell quickly. During pandemic all the brands and companies focused more on how to protect their employees from this disease so they effectively and efficiently provided all their employees with sanitizers and antibacterial soaps to take care of their health. Many companies responded to COVID-19 forcefully and sympathetically despite the rise in media spending that focuses on alarmism. Brands understood that their primary duty was to ensure the security and wellbeing of their

customers and staff. However, we also witnessed companies use innovative marketing strategies to promote their goods while placing a strong emphasis on public health, such as Dial's efforts to raise awareness of proper handwashing procedures and Reebok's offer to design individualized home exercises for customers. During pandemic social media played high role in market the FMCG products related to health like medicines and antibacterial soaps and sanitizers. One year into the coronavirus disease 2019 pandemic, hand-washing with soap and hand sanitizers are still an essential part of preventing the spread of infection in homes, workplaces, and healthcare facilities. Environmental issues have arisen as a result of the remarkable increase in handwashing product consumption. The sensible course of action is to advocate for eco-friendly alternatives to the current products because soaps are intricate mixes of harmful and persistent active chemicals. On the other hand, as the amount of soap packaging trash increases, recycling and waste management of soap packaging are crucial to minimizing the environmental impact. The goal of this systematic analysis was to compile some contemporary techniques for locating sustainable and biodegradable raw materials for the manufacture and packaging of cleaning products, particularly soap. This research paper aims to find out the role of social media and its impact on sales of FMCG products.

Consumers face impending health threats from pandemics, to which they traditionally have responded with fear and terror. A predicted reaction during a pandemic is panicking, which jeopardizes coping skills and upsets the delicate balance of existence. Consumers exhibit frequently unexplained behavior that varies from place to place and culture to culture. Since the beginning of time, people have been known to increase or panic buy at times of public health emergencies. However, a comprehensive search for the precise psychological basis behind it has not been conducted. Therefore, the goal of the study is to pinpoint any potential psychological factors that may be at play in consumer purchasing patterns during pandemics. During pandemics, the feeling of scarcity is significantly correlated with consumer

purchasing behavior and collecting and saving habits rise if a scarcity arises for the immediate necessities. It also fosters a sense of vulnerability, which in turn triggers another motivation for amassing possessions. The perception of uncertainty and instability in particular circumstances has also been connected to panic buying. In addition, supply disruption—a situation in which the regular flow of products through the supply chain is disrupted—has frequently been recorded during natural disasters and other unwelcome catastrophes. This contributed to a sense of insecurity as well. It's hard to know just around the corner. However, it's a good idea to create a restart strategy that will be ready when the restrictions are over. The COVID-19 pandemic shows that changes can occur quickly. Limits can end as soon as the store closes, and if we are safely on the other side. Get ready. Be Agile Create a social media-focused marketing communications strategy and prepare as soon as each government approves it. Keep it safe and healthy.

### **Scope of the Study**

The central point of this study is to identify that how social media marketing played a role on sale of FMCG products during pandemic mainly the antibacterial soap. This research will further help companies to learn as in how to market the products which are much needed and easily accessible in the time of uncertain situations like COVID19 pandemics. This further identifies that what strategies to be used to market the products effectively and efficiently. This research paper will help students demonstrate how the COVID-19 infection caused many internet business ventures to seize the opportunity to support the sale of basic (FMCG) goods online. This research paper may also help businesses understand the broad opportunity down the road and why customers are so eager to buy basic goods online. Anyone interested in making a basic online purchase is open to doing so, regardless of the customer's pay grade, occupation, or sexual orientation. As in sustainable development goals we see the two main goals which are achievable in this research is the goal number 3: Good

Health, here we can see and analyze effectively that by using antibacterial soaps during Covid'19 people are safe from the disease and they tend to stay healthy by washing their hands regularly by these products moreover goal number 12: indicates that responsible consumption and production. This further tells us that the production of antibacterial soaps and usage of these products is effective for people thus the production are also socially responsible and good for the society. Goal number 16: it also indicates that during covid there is huge stress and lots of death news so people are more health conscious they tend to use these FMCG products so this brings peace and a powerful society.

### **Problem and Objective**

To identify what factors were included in social media marketing to market the FMCG products such as antibacterial soaps during COVID19 pandemic.

1. To assess the relationship between buying behavior and FMCG product sales through social media marketing.
2. To understand the impact of brand loyalty on and FMCG product sales through social media marketing.
3. To analyze the impact of health concerns on FMCG product sales through social media marketing.
4. To implement the impact of household incomes on FMCG product sales through social media marketing.

### **Research Questions:**

1. What is the relationship between buying behavior and FMCG product sales through social media marketing?
2. What do we understand from the impact of brand loyalty on FMCG product sales through social media marketing?

3. How to analyze the impact of health concerns on FMCG products sales through social media marketing?
4. What is the impact of household income on FMCG product sales through social media marketing?

### **Hypothesis of the Study**

- H1.** Buying behavior has a significant effect on FMCG product sales through social media marketing.
- H2.** Brand loyalty has a significant effect on FMCG product sales through social media marketing.
- H3.** Health concerns have a significant effect on FMCG product sales through social media marketing.
- H4.** Household income has a significant effect on FMCG product sales through social media marketing.

### **Definition of Key Words**

#### ***Consumer Buying Behavior***

Consumer buying behavior is an organized and rigorous procedure for identifying patterns in consumer attitudes, preferences, intentions, and purchasing decisions. The whole of a consumer's attitudes, interests, intentions, and decisions regarding how they will behave in the marketplace while making a purchase of a good or service is their consumer buying behavior. Anthropology, psychology, sociology, and economics are among the social science fields that are used to analyze consumer behavior. So therefore, through social media marketing sale of FMCG products increases during pandemic if the consumers are interested to buy it due to some reason such as stress of infection the retail network would significantly shift as a result of the COVID-19 lockout, according to Shuchi Bansal, and more online business entries would be used (Kermani, 2020).

### ***Customers Brand Loyalty***

Customer loyalty is the term used to express a consumer's devotion to your brand, which frequently results from a satisfying transaction that encourages repeat business. These clients are crucial to the success of your company since they will inevitably promote your products to their friends and relatives. Customer loyalty refers to a customer's ongoing and consistent support of a brand despite other businesses' efforts to sabotage the connection and alternative economic activity. Other incidental benefits to the business, such as brand advocacy, direct recommendations, and price insensitivity, are frequently a byproduct of customer loyalty. Therefore, in this research customers brand loyalty will be analyzed during COVID-19 pandemic through social media marketing sale of FMCG products. FMCG companies experience a surge in online sales globally as businesses of all sizes and shapes built extensive distribution networks through kiriyana shops and general stores during the COVID 19 lockdown. As a result, a significant portion of customers turned to internet retailers and made basic product purchases there (Yang and Wang 2020).

### ***Household Income***

The sum of all home members' individual earnings is referred to as household income. Wages, salaries, investment returns, retirement funds, and welfare payments are some of the sources of household income. Banks use household income to assist decide how much to lend to a customer and to assess the general level of living in a country. As the standard of living is high people will tend to buy the products more and during COVID-19 pandemic people faced many crises which led them to just fulfill their necessities. Income is the key factor to let the people buy FMCG products online which in order will affect the sale of FMCG products effectively and efficiently. The sum of all home members' individual earnings is referred to as household income. Wages, salaries, investment returns, retirement funds, and welfare payments are some of the sources of household income. The Coronavirus Disease

2019 (COVID-19) pandemic has had a significant impact on households, including the closure of businesses and schools, which has caused an economic downturn and lost income from employment (Suneera Tandon (May,13.2020)

### ***FMCG products (antibacterial soaps)***

For Pakistan's GDP, the fast-moving consumer goods (FMCG) industry is essential. In every country, it makes up a considerable portion of the budget for customers. An established distribution network, fierce competition between organized and unorganized markets, lower penetration rates, lower operational costs, and lower per capita consumption are all characteristics of the FMCG industry. The FMCG industry in this country generates employment opportunities. It is predicted to continue developing quickly and is now expanding at a double-digit rate. Due to a lack of competitive products and little disposable income, Pakistani consumers were generally cautious. Food product inflation may limit customer demand and FMCG price flexibility while diminishing consumer purchasing power and causing them to make alternative purchases. The study examined the demographics of those who use antibacterial products during pandemic. (Boccia et al. 2020)

### **Literature Review:**

#### **Consumer Buying Behavior:**

According to Bansal (April 02, 2020), the retail network would significantly shift as a result of the COVID-19 lockout, according to Shuchi Bansal, and more online business entries would be used. Also it has been assessed that the internet retailers that deal in food supplies and other FMCG products may undergo a huge transformation as people attempt to avoid congested shops and commercial areas. After analyzing consumer behavior from the time Pakistan first saw COVID-19 until it was placed under lockdown, it is quite likely that people have become more concerned with their health and cleanliness, which has resulted in fewer trips to stores and a rise in online customer searches. So therefore, through social



media marketing sale of FMCG products increases during pandemic if the consumers are interested to buy it due to some reason such as stress of infection will lead them to buy antibacterial soaps and hand wash to save them from this infection. (Prompetchara et al. 2020)

### **Customers Brand Loyalty:**

FMCG companies experience a surge in online sales globally as businesses of all sizes and shapes built extensive distribution networks through kirana shops and general stores during the COVID 19 lockdown. As a result, a significant portion of customers turned to internet retailers and made basic product purchases there (Yang and Wang 2020). As Sunay Bhasin (head of advertising at the company that produces a variety of bundled food items) stated, the company has expanded its online business through a number of tie-ups and the creation of its own website in order to reach more urban regions and pin codes. Businesses that sell refreshments, such as Parle Agro, which sells the brands Frooti and Aappi Bubble, have experienced a jump in online sales of 300 percent from the preceding several months. Other incidental benefits to the business, such as brand advocacy, direct recommendations, and price insensitivity, are frequently a byproduct of customer loyalty. Therefore, in this research customers brand loyalty will be analyzed during COVID-19 pandemic through social media marketing sale of FMCG products. Suneera Tandon (May, 13, 2020) Matteo Cinelli: The paper disseminates data approximately COVID 19 through sizeable records evaluation on Twitter, Instagram, YouTube, Reddit, and Gab. It examines users' participation and hobby in COVID19 subjects and provides an international evaluation of the evolution of every platform and their discourse. Adapt data dissemination the use of a deadly disease version that characterizes the simple replica quantity  $R_0$  of every social media platform. In addition, it identifies disseminated data from suspicious reassets and reveals exclusive quantities of fake data on every platform. However, data from relied on and suspicious reassets does now no

longer display exclusive propagation patterns. Finally, it gives a platform-based numerical estimation of rumor amplification. Information and information Ahmad A, Murad H; Coronavirus Disease (COVID19) was immediately published and disseminated on social media and networks in the first few months of 2020. The COVID19 pandemic, called the first social media infodemic, has been studying information patterns on the web and social media for at least 18 years in the field of infodemic. However, there is limited information on whether and how social media infodemics have spread panic and affected the mental health of social media users. (Yang and Wang 2020)

### **Household income:**

The sum of all home members' individual earnings is referred to as household income. Wages, salaries, investment returns, retirement funds, and welfare payments are some of the sources of household income. The Coronavirus Disease 2019 (COVID-19) pandemic has had a significant impact on households, including the closure of businesses and schools, which has caused an economic downturn and lost income from employment. To monitor the effects of the COVID-19 pandemic on households. The pandemic's effects on household finances. The pandemic is seriously affecting people's family budgets. Some people will save money because they won't have to commute anymore or because their discretionary spending is limited since they can't go on vacation or go out to eat or go to the bar. Some people's incomes will be impacted. The majority of folks have badly lost their jobs. According to the most recent labor market statistics, redundancies are at an all-time high and unemployment is rising. Increased costs brought on by the epidemic are another blow to household resources. The expenditures associated with having children at home are particularly high for parents. (Boccia et al. 2020)

### **Health Concerns**

SOPs were created for the general populace and were intended to be carefully adhered to in public places. They also included general hygiene rules like not touching your face, nose, or eyes, coughing or sneezing into your elbow or a paper napkin rather than your hands, avoiding crowded places, keeping a physical distance of three feet, wearing masks, maintaining good hand hygiene, sanitizing frequently touched surfaces and areas, and avoiding touching your eyes, nose, or mouth. According to the National Command and Control Center of Pakistan's directives, the authorities began taking disciplinary action against people who disobeyed the SOPs in public locations around the nation. Technology and social media played a key role to give awareness to the people and be more health conscious and through social media platforms and marketing enabled to buy FMCG products like antibacterial soaps and hand wash in order to secure them from infection. (Kermani 2020) Computer and application-based networking sites that facilitate human connection via the internet are known as social media. Social media has emerged as the most convenient and well-known medium for new media communication. Nobody can disagree that social media plays a good role in our personal and social lives, even if it has negative consequences for society. Social media has become an important area for interaction during periods of social distance and limited contact with others. Social media platforms were designed to connect people and helped keep the world connected during a pandemic. Many people are told to stay home, so they use social media to stay in touch with friends and family and spend time.

### **FMCG products (antibacterial soaps)**

For Pakistan's GDP, the fast-moving consumer goods (FMCG) industry is essential. In every country, it makes up a considerable portion of the budget for customers. An established distribution network, fierce competition between organized and unorganized markets, lower penetration rates, lower operational costs, and lower per capita consumption are all characteristics of the FMCG industry. The FMCG industry in this country generates

employment opportunities. It is predicted to continue developing quickly and is now expanding at a double-digit rate. Due to a lack of competitive products and little disposable income, Pakistani consumers were generally cautious. Food product inflation may limit customer demand and FMCG price flexibility while diminishing consumer purchasing power and causing them to make alternative purchases. The study examined the demographics of those who use antibacterial products during pandemic. (Boccia et al. 2020)

## **Research Methodology**

### **Type of Research**

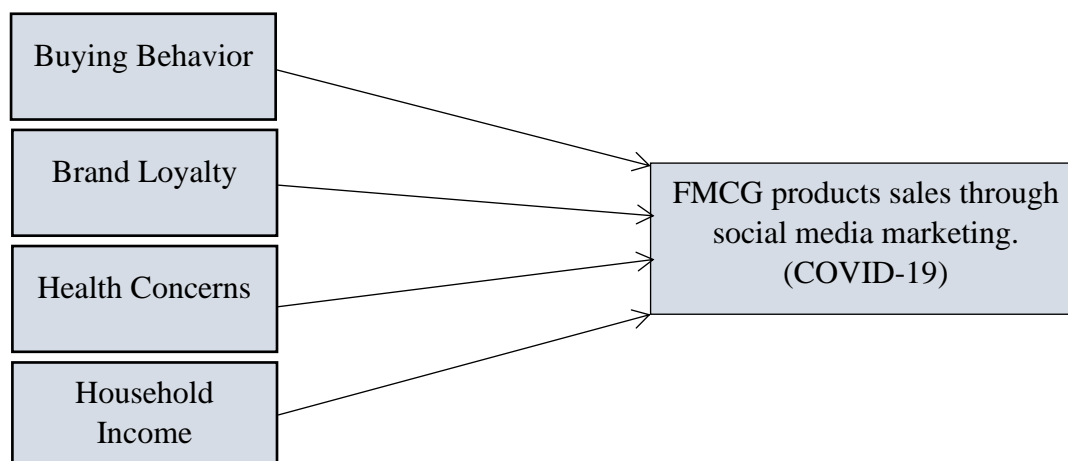
Here the quantitative research will be followed such as Descriptive research which aims to effectively, accurately and systematically describe a situation, population or phenomenon. It can answer when, what, where, and how questions, but not why questions. In this research we will be conducting questionnaires from friends and family and from the social circle which is reachable. In this research we will identify the factors which will affect the overall sale of FMCG products during COVID-19 pandemic using the social media marketing.

### **Population, sample and sampling technique**

We will use simple random sampling; the population in our thesis includes people working in manufacturing sector. We collected the data from family and friend and from the close circle working or owning their own businesses. We Collected data from 250 respondents. The sampling technique we used in this research is going to be convenience sampling so those who are willing to participate in our research can be reached out at convenience of the employees from different companies which we choose from our friends and family's businesses. The data will be collected in the form of questionnaires; A questionnaire effectively consists of a set of questions which are presented to respondents

efficiently. Because of its efficient flexibility, it is the most commonly used instrument which is used to collect primary data.

### **Conceptual Framework**



### **Research Instrument**

The method that will be used in this research is the quantitative method. The instrument that will be used in this research and the data will be collected in the form of questionnaires; A questionnaire effectively consists of a set of questions which are presented to respondents efficiently. Because of its efficient flexibility, it is the most commonly used instrument which is used to collect primary data.

### **Data Collection and Analysis**

The Questionnaire in use will be designed in such a way that it will have three sections to it; first section will have questions related to Demographics, the second section will cover the factors that affect employee's turnover intention, and the third section will be covering questions on Employee's turnover intentions. Five-Point Likert scale will be used in this questionnaire, beginning from Strongly Disagree to Strongly Agree. For this data collection, questionnaire was adopted and modified. It is a quantitative research and involves explanatory strategy with numerical analysis. The questionnaires were tested by using

Cronbach's Alpha technique on SPSS software. To test the reliability statistics the Cronbach's Alpha should be greater than 0.6.

Table 1: *Reliability*

Reliability Statistics	
Cronbach's Alpha	N of Items
.762	18

While testing the reliability statistics of the research questionnaire Cronbach's Alpha came out 0.762. This shows that the Questionnaires are reliable to conduct to carry on the research.

### **Demographic Analysis**

Population aged between 18-35 years were asked to fill the questionnaire. This age group was asked to fill the questionnaire because this age group is more active on social media and can analyse more effectively and efficiently about the effect of covid on social media. Convenience sampling as a method is adopted to collect market research data from a conveniently available pool of respondents. It is chosen as sampling technique as it's incredibly prompt, uncomplicated, and economical. The members were mostly friends and families who were readily approachable to be a part of the sample and based on proximity. People from family, universities and immediate neighbors, will be questioned through questionnaires within area who must be using WhatsApp, Facebook, Instagram and twitter application on their mobile phone.

### **Hypothesis Testing:**

It was analyzed that how pandemic has impacted on social media positively, positive impact was found by this research on social media, people were encouraged to do online businesses, to do work from home and also teach the students online. Through social media platforms there was a rise in profitability in the businesses. Through hypothesis testing it

showed the above mentioned results effectively and efficiently. The ADF's findings show that the FMCG sector's index price has achieved stationarity at all levels. In all levels, the T-Statistics value (-16.16702) is less than the crucial value. The P value verifies that the null hypothesis has been rejected.

### **Methodology of the study:**

Techniques used in the Study The influence of COVID-19 on the FMCG sector is discussed in this paper, which is both descriptive and analytical in nature. Data sources: For the analysis of the FMCG industry, secondary data from the NSE is used in the study. The sources for the analysis came from periodicals, journals, newspapers, etc.

### **Descriptive Statistics**

Table 2: Gender

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	277	72.3	72.3	72.3
	Female	106	27.7	27.7	100.0
	Total	383	100.0	100.0	

Based on the survey of 120 respondents from Karachi in Manufacturing Sector, the frequency Table 1.1 identifies, 277 respondents were male and 106 respondents were female. It also identify, there were 72% male working in manufacturing sector and 28% Female working in industrial sector. The respondents were divided into 5 age groups. The frequency Table 1.2 identify, respondents whose age group is 18-25 had frequency of 104 and with 50+ age group had frequency of 30. It also identifies, majority of the employees were in the age of 26-33 who are working in manufacturing sector and the least with the age of 42-49 working in manufacturing sector. Respondents say that social media marketing has a great influence in marketing the FMCG products and as like health concerns in Covid'19 has also led customers to buy more antibacterial products as during pandemic people got more awareness of washing

hands again and again and using sanitizers and good brand hand soaps which genuinely removes germs.

### **Pilot testing**

As we opted to form our research more accurate so it was necessary to lay down the foundation of our research for that we acquired small test questionnaire which was circulated in our family and friends. The pilot test we conducted was polling station which was formed on social media site like Instagram, facebook and also as mentioned above the questionnaire was also circulated in our close circle. As you can see the questionnaire above in our research.

### **Results and Discussions**

Likert scale is used to analyses the impact of pandemic on social media. Participants effectively reported that social media has a important impact on spreading fear related to the COVID19 outbreak with a negative influence on people's health which affects it mentally and psychological well-being. The study found that WhatsApp users over the age of 65 and those with simple jobs in developing countries are most susceptible to the false information disseminated through WhatsApp. Sensitivity to this false information was shared with other groups of professionals by healthcare professionals who are considered professionals in connection with this global health crisis. The results also showed that the presence of sources that falsely validate attached links and / or fake messages adds significant fake credibility and makes it look true. These results indicate an urgent need to address and modify the user's current usage patterns of social media patterns. The COVID19 epidemic has influenced how the general public, celebrities, world leaders and professionals use social media. Internet memes have been used to convey information through social network services and to entertain and distract oneself from pandemics. However, social isolation results in many people adapting their lifestyles, which adversely affects their mental health. Many online



social media-based counselling services have emerged that allow mental health professionals to communicate carefully with those who need them. Social Media has a great rise during Covid'19 and pandemic has encouraged more to work from home, for online studies and online shopping. We can easily analyze through questionnaire that we got 120 respondents and the answers are mostly in favor of social media marketing that it plays a vital role in persuading people to buy a particular product, mostly younger people who were in undergraduate program answered that Covid'19 is a key factor and health concerns due to which people buy the expensive and best antibacterial soaps disregard of their price people tend to buy their favorite products and recommend that to their friends and families.

### **Conclusion**

The study's objective is to evaluate COVID-19's effects on the stock market, particularly on the National Stock Exchange's Fast Moving Consumer Goods (FMCG) sector. Relative Strength Index (RSI) data clearly demonstrates that the market has undergone significant change since COVID-19; the RSI marginally rises as a result of the abrupt increase in demand for particular goods. We can clearly comprehend the FMCG sector's volatility from the GARCH results. As a result of all the studies, it is clear that the COVID-19 had a negative effect on the FMCG sector in India. As a result of the results above, the FMCG sector underwent major changes and had an impact during the study period. FMCG, one of the industry's thriving industries, will need to adapt to potential abrupt changes with a flexible approach. While this social distance and contact with others was much less, social media became a large and important area for efficient interaction. The structure of social media is designed to connect people effectively, helping the industry stay connected during this pandemic. Increased occupancy across the pandemic. With so many people at home, they quickly grew up on social media to grow themselves better, develop and improve their relationships, and spend their leisure time accessing them. During the pandemic, the media

has become a decisive and indispensable place for contact with others, much less for interaction. The structure of social media is created and designed to connect people efficiently and helps maintain sector ties during this pandemic. Many people are required to live in their homes in order to use social media efficiently, stay in touch with friends and family, and spend their time effectively. Social media has become an important place for interaction while enduring social distance and limited contact with others. The structure of social media was designed to connect people and helped maintain sector ties during a pandemic. Many people rely on living at home to connect and spend time with friends and family using social media. Fully connected computer and service-based websites that allow humans to connect over the Internet are known as social media. Social media has become the most practical and well-known medium for bright red new media communication. No one can deny that social media is doing a great job in our private and social life, even if it has a negative impact on society. Social media has become an important place for interaction while enduring social distance and limited contact with others. The structure of social media was designed to connect people and helped maintain sector ties during a pandemic. Many people rely on living at home to connect with friends and family and spend time using social media. The display is limited to well-known social media websites such as WhatsApp, Facebook, Twitter and Instagram. Also, look at the simplest survey boundaries, people nearby, and don't make random decisions. Considerations are limited to talking about pandemic social behavior, viewing time, intellectual fitness credibility, and social media infodemic. Social media has become an important place for interaction while enduring social distance and limited contact with others. The structure of social media was designed to connect people and helped maintain sector ties during a pandemic. Many people rely on living at home to connect and spend time with friends and family using social media. We encourage you to complete the survey as this aging facility is more active on social media and allows you to investigate

Covid's impact on social media more efficiently and effectively. Convenient sampling as a method is used to obtain market research records from a pool of easily accessible respondents. It is the preferred sampling approach because it is particularly timely, uncomplicated, and inexpensive. Members were primarily effectively obedient to being part of the pattern and consisted primarily of friends and family based on proximity. In a circle of relatives, colleges, and neighbors, you can use onsite surveys to let people know who needs to use WhatsApp, Facebook, Instagram, and Twitter utilities on their mobile phones. The Likert scale is used to investigate the impact of a pandemic on social media. Participants clearly emphasized that social media has a decisive impact on the spread of concerns associated with the outbreak of COVID-19, adversely affects people's health and affects their mental and spiritual well-being. Did. Studies show that WhatsApp users over the age of 65 and those working in primary school in developing countries are most accustomed to the fake data disseminated through WhatsApp. Sensitivity to this fake data has been communicated to various groups of professionals with the help of medical professionals who are considered professionals in the context of this global fitness crisis. The effect also confirmed that the presence of reasset, which falsely verifies relevant hyperlinks and fake news, provides great false credibility and makes it look true. This impact suggests an urgent desire to engage and adapt to today's usage styles of social media style users. The COVID19 epidemic has stimulated the way people, celebrities, world leaders and professionals use social media. Internet memes have been used to transfer data through social community offerings to entertain and distract oneself from pandemics. However, social isolation causes many people to adjust their lifestyles, which adversely affects their intellectual health. Many online social media-based counseling services have emerged that enable intelligence. The pandemic has unleashed the crisis of the global spiritual kingdom. Appropriate data are essential to eliminate uncertainty and intellectual burden in order to effectively unite global groups in this

collective battle against the global pandemic. Increasingly more studies show that global mental health problems are being added to the myriad of coronavirus-related news feeds and deaths. Social media provided great quality and bad data. Containing the virus that survived the coronavirus pandemic itself is underway for public consensus. In addition, this pandemic is undoubtedly affecting social media. People who are willing to make money have made great income and sales with the help of online jobs and organizations. Our tests are aimed at assessing and investigating the impact of pandemics on social websites and apps. We also wanted to identify the characteristics of social media messages that are associated with increasing the reliability of false information. See the ambition to evaluate and investigate how the pandemic has changed social media. The purpose of this study is to investigate how social media effectively influences self-proclaimed intellectual fitness and the transmission of COVID-19 anxiety. COVID-19 further promoted and expanded the use of social media with the help of the World Health Organization (WHO). WHO's epidemic information network platform will be established after COVID-19 is declared a public health emergency. A strong team of 20 collaborators work efficiently to provide evidence-based end-to-end solutions to mitigate and prevent all structural fraud and "coronavirus" on social media or Google. Searchers WHO websites or centers are managed for disease management to provide reliable data. Fully connected computer and service-based websites that allow humans to connect over the Internet are known as social media. Social media has become the most practical and well-known medium for bright red new media communication. Social media has the greatest negative impact on society, but it cannot be denied that it plays an excellent and most important function in private and social life. Many people rely on living at home to connect and spend time with friends and family using social media. We encourage you to complete the survey as this aging facility is more active on social media and allows you to investigate Covid's impact on social media more efficiently and effectively. Convenient sampling as a

method is used to obtain market research records from a pool of easily accessible respondents. It is the preferred sampling approach because it is particularly timely, uncomplicated, and inexpensive. The members consisted primarily of friends and family who were part of the pattern and were effectively obedient to being primarily based on proximity. In a circle of relatives, colleges, and neighbors, you can use onsite surveys to let people know who needs to use WhatsApp, Facebook, Instagram, and Twitter utilities on their mobile phones. The Likert scale is used to investigate the impact of a pandemic on social media. Participants clearly emphasized that social media has a decisive impact on the spread of concerns associated with the outbreak of COVID-19, adversely affects people's health and affects their mental and spiritual well-being. Did. Studies show that WhatsApp users over the age of 65 and those working in primary school in developing countries are most accustomed to the fake data disseminated through WhatsApp. Sensitivity to this fake data has been communicated to various groups of professionals with the help of medical professionals who are considered professionals in the context of this global fitness crisis. The effect also confirmed that the presence of reassert, which falsely verifies relevant hyperlinks and fake news, provides great false credibility and makes it look true. This impact suggests an urgent desire to engage and adapt to today's usage styles of social media style users. The COVID19 epidemic has stimulated the way people, celebrities, world leaders and professionals use social media. Internet memes have been used to transfer data through social community offerings to entertain and distract oneself from pandemics. However, social isolation causes many people to adjust their lifestyles, which adversely affects their intellectual health. Many online social media-based counseling services have emerged that allow mental fitness professionals to talk carefully with those who need them. Social media has shown a great boost between Covid and the pandemic, advocating more images from home for online research and shopping. Pandemics primarily affect normal functioning and important

measures are taken to control the spread of the virus. Schools and social means have been closed for long periods of time, and people have insisted on maintaining physical distance.

### References

- Abe, S. (2020). *Market trends and D2C opportunities in the COVID-19 landscape*. The AdRoll Blog. <https://www.adroll.com/bIog/marketi ng/market-trends-and-d2c-opportunities-in-thecovid-19-landscape>
- Accenture (2020). How COVID-19 will permanently change consumer behavior.
- Accenture (2020). How COVID-19 will permanently change consumer behavior.
- Aneesh Reddy, (April,14,2020) Covid-19 impact: Consumers move towards digital <https://blog.euromonitor.com/coronavirus-effect-on-indian-FMCG-industries-and-services/>
- Bansal.S, (April 02,2020) *Will consumer behavior see shift post covid-19* <https://www.theweek.in/news/biz-tech/2020/04/23/covid-l 9-impact-pennant-shift-in-lockdown-lifts-consumer-behaviour-to-change-in-these-ways/1943322/>
- Dahlén, M., Lange, F. & Smith, T., 2010. Marketing communications: A brand narrative approach. *Chichester: John Wiley & Sons*.
- Daily Times. 2020b. Govt warns stern actions against traders who raise face mask price: Nausheen Hamid. Daily Times, 1 March 2020. <https://dailytimes.com.pk/567976/govt-warns-stern-actions-against-traders-who-raise-face-mask-price-nausheen-hamid/>.
- Dawn. 2020. Herd immunity? Dawn, 10 May 2020. <https://www.dawn.com/news/1555939>.
- De Chernatony, L., 1999. Brand Management through Narrowing the Gap between Brand Identity and Brand Reputation. *Journal of Marketing Management*, 15(1–3), p. 157–79.
- Euromonitor International, (April 20, 2020) Coronavirus effect on Indian FMCG industries and services <https://www.financialexpress.com/industry/millennials-will-buy-in-revenge-once>
- Harish, R., 2008. Brand Architecture and its Applications in Strategic Marketing: The Example of L'Oréal. *The Icfai Journal of Marketing Management*, 7(2), pp. 39-51. <https://www.accenture.com/acnmedia/PDF-123/AccentureCOVID19-Pulse-Survey-Research-PoV.pdf>
- 9-Bostan Consulting Group. (2020, April 6). COVID-19 consumer sentiment snapshot: Fighting in the dark. [eBook]
- IO-Deloitte. (2020). Impact of COVID-19 on consumer business in India. <https://www2.deloitte.com/content/dam/Deloitte/in/Documents/consumer-business/in-consumer-impact-of-covid-19011-consumer-business-in-india-noexp.pdf>
- Išoraitė, M., 2009. Theoretical aspects of marketing strategy. *Ekonomika ir vadyba: aktualijos ir perspektyvos: mokslo darbai*, Volume 1, pp. 114-125.
- Keller, K., 2001. Mastering the marketing communications mix : Micro and macro perspectives on integrated marketing communication programs. *Journal of Marketing Management*, Volume 17, p. 819–847.
- Kotler , P., 2003. Marketing Management. New Jersey: Pearson Education Inc.
- Kotler, P. & Keller, K., 2007. Marketing Management. Praha: Grada Publishing.

- Kotler, P., 1997. *Marketing management: Analysis, planning, implementation and control*. New Jersey: Prentice-Hall.
- Kotler, P., 2011. Reinventing marketing to manage the environmental imperative. *Journal of Marketing*, 75(4), pp. 132-135.
- Kotler, P., Keller, K. L. (2012). *Marketing management*. Pearson France.
- Lamb, C., Hair, J. & McDaniel, C., 2011. *Essentials of marketing*. S.I.:Cengage Learning.
- Mckinsey. (2020, July 3). <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/survey-indian-consumer-sentiment-during-the-coronavirus-crisis>.
- PTI, (April 24, 2020) Majority of Indian consumers may shift to online shopping in next nine months <https://blog.euromonitor.com/coronavirus-effect-on-indian-FMCG-industries-and-services/>
- Rafiee, V. & Sarabdeen, J., 2013. *Social Media Marketing: The Unavoidable Marketing Management Tool*. Dubai, University of Wollongong, pp. 933-942.
- Rao, K., 2011. *Services Marketing*. New Delhi: Pearson Education India.
- Richards, K. & Jones, E., 2008. Customer relationship management: Finding value drivers. *Industrial marketing management*, 37(2), pp. 120-130.
- Schmitt, B., 1999. Experiential marketing. *Journal of Marketing Management*, p. 57.
- Teilmann, V., 2010. *Market Entry Strategies: International Marketing Management*. Berlin: GRIN Verlag.
- Zahay, D. & Griffin, A., 2010. Marketing strategy selection, marketing metrics, and firm performance. *Journal of Business & Industrial Marketing*, 25(2), pp. 84-93.