

A STUDY ON DIGITAL WORD OF MOUTH MARKETING STRATEGIES BY INDIAN GOVERNMENT TO INTENSIFY SAFETY AWARENESS DURING COVID-19 PANDEMIC

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Abstract—The first confirmed case of Covid-19 in India was reported on 30th Jan 2019. Government of India (GOI) had announced National Lockdown to fight against the spread of covid-19 pandemic. The people should be aware of about the spread of Covid-19 and safety tips to avoid. The objectives of the study are to identify the marketing strategies made by Government of India (GOI) to intensity safety awareness for covid-19; and to know the impact of digital word-of-mouth campaign. The study is based on Primary Data as well as Secondary Data will also be used. Primary Data includes questionnaire to know the impact created by the campaigns. Secondary Data includes Government websites, posters etc. to identify the marketing strategies adopted. The data that is placed in the task is significantly on the finish of survey that is done Data assortment is done according to the priorities of importance. A specialist can assess their theory based on gathered information. The study is descriptive and convenience sampling technique is used to gather the responses. In the tenure of research, the researcher has taken the sample of 114 members that belong to all the categories.

Keywords—Digital World, Mouth Marketing, Pandemic, Safety, Strategies.

INTRODUCTION

In the mind sets of public, the coronavirus disease has started in the end of 2019 to somebody who have visited world-famous place where they sell all of the sea and animal food that is present in Wuhan and is said that it had been spread from an animal. Now since it has started is terrifying the public. The virus has already killed 383000 people so far.

Pangolins which are mammals is recognized and said as the source of spreading the virus to animals and to the humans. But there are several doubts that are arising from where the actual Covid-19 started from and that scientists have tried hard in order to know where the virus is coming from. Few of the scientists have told that the virus is produced from bats.

On this since the virus has taken place and started in Wuhan, it is caused due to the common interaction between human and the animals. This is been proved that virus is infecting an animal at a New York zoo where it is shown how can the virus pass from one place to another and between living being to living being. All the scientists are occupied and being busy to find from where all of this is coming from. Which source is been chosen for the virus?

Specialists have been telling that it is dangerous and not normal that virus that is coming from bats are created in an animal and then later to humans like any other virus 2002 Sars outbreak.

One being that is involved as a medium between and among bats and people is the pangolin. The survey says they are much unexpected and the cure for this is not so easy to be invented and to be published around the world and is also hard for china people to not have meat from their place.

Hence it is revealed in the nature, the pangolins are not recorded in the stock with things that are being sold in the city, despite the fact that this exclusion will be intentional as it is illegal to be selling them. Regardless of poor people, pangolin is the type of species at which it is being interrupted, that is not to be a satisfaction. It is not blended in anything different, blended as in of a helpless pangolin, or it is being bounced into the individuals.

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One factual examination took a gander is one of the traits that infection had an advanced that could be to empower it to lock above the human cells. Pangolin's had an option for building up the trademark, wild ox, goats, cows, sheep, and pigeons.

Another investigation has said that the pangolins are delegate and are large, since tests are comparable infections taken from pangolins came up short on the chain that are of amino acids and are found which are in the infection currently around in the people.

Examination has been done to the patients who have got the first 41 positive cases in clinical diary is also found that 27 of these patients have had direct contact to the place Wuhan. Be that as it may, a similar investigation found that the primary known instance of the disease did not.

Researches have told that a main specialist in the past corona virus episodes which have originated from the creatures, proves that thought connection for the showcase will always be unintentional and also cannot be precluded yet the chance appears to be more outlandish in light of the fact that the hereditary to the infection is seen in the market place.

Scientists had revealed to Australia that they accept there will be a go-between creature however includes that while pangolins are potential up-and-comers, they are not demonstrated to be the key delegate. I speculate that any development happened in the middle of the road creature if there was one. There have been no significant changes in the infection in the three months of the pandemic, showing that the infection is all around adjusted to people.

Now that we all can see what all are being affected due to this virus, everything has got shaken. All sort of businesses, employees, everything are falling. Though the land rates are high there are less no. of people coming forward to buy the land. All the business is now shut down anything that we take, food, clothing, agencies, marketing, and all of them.

Corona virus is a single strand RNA which are about 120 nanometers in their breadth. They cannot be transformed, recombined which are very different in nature. It is all around 40 different styles and are primarily transferable well evolved creatures as well as winged animals. They are assemblages of both bats and wild creatures and will be spread to different creatures and to people that are normal human beings. The reason for the spread of this corona virus is said to have begun from bats. Now it has been concluded that all of this is started due to the market of wild animals.

REVIEW OF LITERATURE AND GAPS

In previous reviews of literature, it all speaks about what are the strategies taken by government to get awareness among the public. There exists a gap between awareness of safety measures and executing in practice with compliance.

What are the rules and orders that the government has given to the public on how to protect ourselves from the virus and maintain social distance? All these decisions are taken for the lives in India, whereas other countries have not declared lockdown like us and are at worst condition right now. They stake people's life over economy but in our country, opposite is the situation. There exists a gap between awareness of safety measures and executing in practice with compliance.

Since everyone have different perspective and their capability of taking one's own decision, the steps taken by government is felt positive and negative. But according my research most of them think that the government is taking right decisions to overcome the situation. And not all of them are aware of government strategies. People do not follow news regularly and only will learn things through word of mouth where people get to learn only when someone speaks about it.

NEED FOR THE STUDY

The first confirmed case of Covid-19 in India was reported on 30th Jan 2019. Government of India (GOI) had announced National Lockdown to fight against the spread of covid-19 pandemic. The people should be aware of about the spread of Covid-19 and safety tips to avoid.

As indicated by the examination Nielsen, 74% of purchasers distinguish informal exchange as a key influencer. 92% of buyers accept suggestions from loved ones over all types of publicizing. Twenty to thirty-year olds positioned informal exchange as the #1 influencer. Statistical surveying firm Nielsen said web-based life volume saw a challenging 50X flood among January and March in India in the wake of covid-19. Buyers have demonstrated enthusiasm for content facilitated by Government locales, to think about the covid-19 cases or the refreshed rules to be followed. The sites and portable applications having a place with open part observed a 29% expansion in reach, as estimated by the quantity of one of a kind guests. As far as visits, expanded by 39% and time spent on them expanded by 27%.

IMPORTANCE OF THE STUDY

Since the flare-up of COVID-19, specialists have been attempting each conceivable way and investing in their amounts of energy to comprehend the malady. What is more, a short picture of its clinical highlights has been recognized. Notwithstanding, there are yet scarcely any open inquiries that are unanswered about the components of the perceptions. With proof gathered from post-mortem concentrates on corona virus and fundamental research done on covid. We also have an advanced a few theories about corona virus after numerous times of conversation among fundamental science, specialists, and clinicians taking a shot at corona virus. It is been said that the procedure called viral sepsis is basic to the infection system of corona virus. Even though these thoughts may be refuted flawed or much later, we do accept that they bring up issues for further examination.

Further fundamental research is expected to be done investigation if corona virus straight forwardly effects cells, and to analyse the effect of corona virus infection dispersal. Scientifically preliminaries and the creature trials ought will be done to evaluate the impact of inhibitors on the result of corona virus contamination. Endeavours ought will be affirming whether corona virus and how it impacts the versatile safe reaction. The scientists have it is hard to get the situation to control since the no. of cases are increasing vigorously. Everything is going out of the hands and is also hard to deal with such huge no. of patient count for a country with less no. of hospitals and staff. Till the vaccine is out we cannot assure for the lives of citizens. Now the whole world is at risk and it takes long time to get our days back.

OBJECTIVES OF THE STUDY

- To identify the marketing strategies made by Government of India (GOI) to intensity safety awareness for covid-19
- To know the impact of digital word-of-mouth campaign

LIMITATIONS OF THE STUDY

- Here I could gather information from among my community and mostly from my age group where all our mind-sets are same.
- People of different age groups think different. Even though I could collect samples but also there are part of people that I could not reach on.
- The information I have received is not accurate but will mostly be the same.

RESEARCH METHODOLOGY

The study is based on Primary Data as well as Secondary Data will also be used. Primary Data includes questionnaire to know the impact created by the campaigns. Secondary Data includes Government websites, posters etc to identify the marketing strategies adopted. The data that is placed in the task is significantly on the finish of survey that is done Data assortment is done according to the priorities of importance. A specialist can assess their theory based on gathered information. The study is descriptive and convenience sampling technique is used to gather the responses.

4. DATA ANALYSIS AND INTERPRETATION:

In the tenure of research, I have taken the sample of 114 members that belong to all the categories. In this the responses for every individual is been calculated and henceforth it provides all those attributes consisting their perspectives. In any kind of research, we take, the respondents have different perspective and the answer obtained may not be accurate. But here is the analysis that I have made and taken the part of conclusion that is been understood.

1. Gender

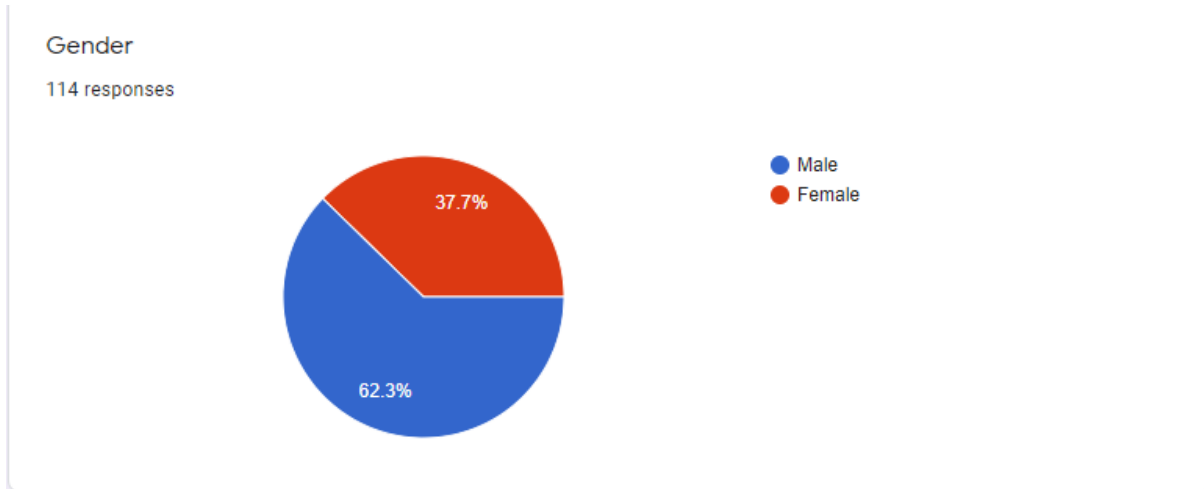
% of responses

Male	62.3%
Female	37.7%

Analysis –

From the above table we can see that out of 114 respondents of my survey about 62.3% of males and 37.7% of females have participated.

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Interpretation –

From the above pie chat, we can see that the respondents of this survey are more of men than women.

2. Age

% of responses

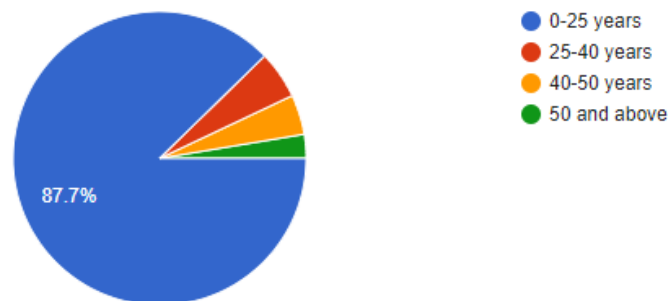
0-25 years	87.7%
25-40 years	5%
40-50 years	3%
50 years and above	2.3%

Analysis –

From the above table we can see that out of 114 respondents of my survey about 87.7% belong to the age of 0-25 years, 5% belong to the age group of 25 – 40 years, 3% belong to the age group of 40 – 50 years and 2.3% of people belong to the age group of 50+.

age

114 responses



Interpretation –

From the above pie chart, it is shown that most of my respondents belong to the age group of 0-25 years and least of my respondents belong to the age group of 50 and above.

Pearson Correlations			
		Do you believe in government initiatives	Do you follow the instructions declared by government
Do you believe in government initiatives	Pearson Correlation	1	.367**
	Sig. (2-tailed)		.000
	N	112	112
Do you follow the instructions declared by government	Pearson Correlation	.367**	1
	Sig. (2-tailed)	.000	
	N	112	112

** . Correlation is being significant at the 0.01 level (2-tailed).

Interpretation:

The Significance value is less than 0.01 therefore there exist a strong correlation between believe in government initiatives and follow the instructions declared by government by the people.

Pearson Correlations			
		Do you believe in government initiatives	Do you feel the government is making right decision in controlling
Do you believe in government initiatives	Pearson Correlation	1	.248**
	Sig. (2-tailed)		.008
	N	112	112
Do you feel the government is making right decision in controlling	Pearson Correlation	.248**	1
	Sig. (2-tailed)	.008	
	N	112	112

** . Correlation is being significant at the 0.01 level (2-tailed).

Interpretation:

The Significance value is less than 0.01 therefore there exist a strong correlation between believe in government initiatives and the government is making right decision in controlling this menace.

Pearson Correlations			
		Do you feel the government is making right decision in controlling	Do you follow the instructions declared by government
Do you feel the government is making	Pearson Correlation	1	.265**
	Sig. (2-tailed)		.005

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right decision in controlling	N	112	112
Do you follow the instructions declared by government	Pearson Correlation	.265**	1
	Sig. (2-tailed)	.005	
	N	112	112

** . Correlation is being significant at the 0.01 level (2-tailed).

Interpretation:

The Significance value is less than 0.01 therefore there exist a strong correlation between government is making right decision in controlling and people follow the instructions declared by government to tackle this menace.

Pearson Correlations

	On which platform do you follow the updated news of coronavirus	How is digital media helping you with information regarding safety
On which platform do you follow the updated news of corona virus	Pearson Correlation	.189*
	Sig. (2-tailed)	.046
	N	112
How is digital media helping you with information regarding safety	Pearson Correlation	.189*
	Sig. (2-tailed)	.046
	N	112

*. Correlation is being significant at the 0.05 level (2-tailed).

Interpretation:

The Significance value is less than 0.05 therefore there exist a strong correlation between people follow the updated news of corona virus and how is digital media helping you with information regarding safety to tackle this menace.

FINDINGS

In the process of my research I was exposed to different aspects of people perceptions. All of them react a different way to what the governments have asked us to follow. Few feel that government is going in the right track in order to overcome the situations whereas others feel that though they are taking some initiatives they are not really effective and could come up with something even more effective and useful. Few are totally against to what our government is up to and are not ready to follow their orders.

Though there are people following everything that is instructed by the government, they are not satisfied with the results shown i.e. the no. of co-vid19 cases of. If we look in both of the cases where people following and not following the government instructions, both at the end are not satisfied with the results of their efforts. Now let us say the whole India was in proper lock down for like one and half month. There are people who live on daily base income like labour, they are not getting even their basic needs. Though the government is assuring them in terms on money but are not able to fulfil needs for everyone.

Even if we talk about businesspeople, they have taken loans from the banks and at this point they are not able to pay them back. Now though the government gave some additional time to clear the loan, they must pay at the end. That will be a burden when you have to pay such a huge amount all at once. If the loan amount is in lakhs, then that is adjustable but what if it is in cores? They cannot adjust the amount, not now, not later. All their source of income is stuck and there is no flow. There is no shop open, no customer out, no business running, this situation has got too many changes to our lives. This will take a long time to get everything back to normal. Even before the lock down if we see, the GDP of India was low, and now since the exports and imports are stopped there is no way of government earning. During the lock down since no body was making money, there is also no tax amount paid to the government. In either way they are incurring losses.

SUGGESTION

During this pandemic time, it is hard to maintain a proper GDP that I agree but cannot stake lives over. Now, the cases in India are increasing vigorously and people feel this is not the right time to relieve public from lock down. Because now there are high rate of chances that the cases can double the number. This is a very crucial time to India, and this is the right time for us to stay at home to save lives. But the decision of government to relieve at this point of time is been debating everywhere. Now that we have already tasted how this home quarantine feels, it will not be a task to prolong the quarantine. In the starting it was new to the public, now that everyone is habituated and used to be at home for one's own better. They eventually understood how important is to stay at home and how crucial is the time now.

Most of the respondents in my survey had told that it is better to extend the lock down till the cases come down. Because now if the government takes those off, there is no point of us struggling for all these days. All our effort will be wasted because of this single decision.

Now that the malls and restaurants are also open, we cannot expect the situation to be the same. The government is expecting us their people to know and follow what is right and wrong leaving to their decision. Their main concern is that since our country's wealth is not good, they are trying to keep it under a good condition that will not affect the people in future generation. Now if we see, again the currency of India is again gone low they are worrying about the future circumstances that we had to face.

5.2 CONCLUSION

I hereby conclude with the knowledge that I gained during my project, people are not completely satisfied or completely dissatisfied to government's effort at this time. They have been doing well from the starting, but people have lost their trust and hope on the government. Keeping the public awaited this long for a purpose and then taking off it at the peak spread around the country does not make any sense to most of the people. Though the GDP is going lower, this will not be the right time for this decision. At least when the curve is constant or falling off, this would make sense. Now if we observe, the cases are increasing every day and, we do not possess much of medical faculty like other. We shall have to request other countries to support us. Even after having huge medical campaigns, cannot assure saving lives. The social spread is the most critical stage and India is in that position right now.

I feel before the company's ask their employees for getting back to work, they should also contain the risk factors. They will have to consider lives of their employees and their family. Taking a wise decision at the current scenario is very important and yeah, these steps that they are taking for wellbeing of their employees that will also lead them for being loyal to the company.

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