

ELECTRONIC MARKETING DURING COVID-19

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Abstract: Like any other area of life, the pandemic situation with Covid-19 greatly influenced the development of businesses in general, further fostering the development of digital marketing, so that businesses can benefit from maintaining their economic activity. Internet Marketing, otherwise E-marketing is the marketing of products or services through the Internet, which brings many unique benefits to marketing, including the low cost of information dissemination and thus plays the role of a medium to the global audience. Electronic marketing is used by traders to promote goods and services to the market. E-marketing also plays an important role in increasing sales of goods and services. The purpose of this paper is to study the impact of electronic marketing on businesses how it is an important tool for both traders and consumers.

Keywords: Electronic marketing, digitalization, internet, businesses, consumers, social media

I. INTRODUCTION

The goal of marketing is Identifying the needs, desires and opportunities of customers and striving to meet these expectations as is said markets play a main role in the economy, facilitating the exchange of information, goods, services and payments and in this way, they create economic value for buyers, sellers, market intermediaries and society at large [1]. With the change of lifestyle, with the advancement of

technology in general, the need has arisen to design new marketing strategies. Since the creation of the Internet in the 1960s, various businesses have begun to change practices in order to take advantage of technology [2]. E-marketing, which is advancing very fast, has made it possible to reduce costs in the case of marketing activities, as well as to manage in real time the promotion of the product or service. The first beginnings of electronic marketing were from 1990 to 2000 [3], but the most rapid advancement was after this period until today, after the advancement of digital devices in general, which also changed the way of communication. Nowadays consumers have changed their habits even in terms of digital devices, where most of the time they are online on social networks or using search engines to get the information they want. Dissemination of information is usually done through multiple channels, such as Google, YouTube, Website, Facebook, Instagram, Twitter and many other channels or platforms.

The Internet enables us to quickly advertise worldwide to anyone who is interested in our products or services. Online advertising is the best way to make our business known, a new and extensive information tool that has been successfully applied for years in all other countries of the world. Marketing activities [4] are being transferred very quickly as a result of the use of information technology and networking technology, and marketing is taking on a much broader meaning than in the recent past when it meant only selling products and services. From all that was said above during this paper we conclude that the use of electronic marketing is the most effective form of a successful business. Although e-marketing is a relatively new field, it has witnessed considerable growth and development in recent years. Moreover, it is an area that is constantly evolving, and which is always in trend.

II. MAIN OBJECTIVES

In this paper will be presented research and results from the knowledge of electronic marketing, knowledge of electronic marketing strategies, their formulation through questionnaires to show in practice what strategies businesses use, etc. In order to fulfill the purpose of the study, the objectives have been compiled through which the purpose of this study is intended to be fulfilled and they are:

- Providing the most essential information to actualize the importance of using e-marketing.
- Collection and analysis of information regarding the current state of use of electronic marketing
- Drawing conclusions and giving recommendations regarding e-marketing.

III. DEFINATION OF ELECTRONIC MARKETING

Electronic marketing represent a type of marketing that is used to promote products or services and achieve consumers who use digital ways to communicate and includes cell phones (both SMS and MMS), social media marketing, on-screen advertising, search engine marketing and any other forms of digital media. E-Marketing uses a variety of technologies to help businesses connect with their customers. Like many other media channels, e-marketing is also a part of integrated marketing communications (IMC), which helps a brand grow in different channels. E-marketing has become a key tactic in the marketing strategy adopted by companies that use several digital media channels [5].

While businesses offer electronic marketing and online shopping, customers can get market information from their computers or mobile phones and buy goods or find services without leaving home twenty-four hours a day, seven days a week (24/7).

Internet marketing is a more reasonable, economical and faster way to contact the consumer directly and it is the best way for the business to be marketed locally or internationally. They can read advertisements online or by e-mail, receive electronic coupons, view pictures of goods, compare prices and make purchases with a few clicks, saving the time and money it would take to buy in person STORE.

To make e-marketing effective and efficient, e-business managers need to know online customer behavior, e-marketing techniques, the costs and benefits of e-marketing over traditional marketing, and the pitfalls and legal issues of e-marketing. In modern times where most work and transactions are happening through online channels, it becomes important for marketers to reach customers through the right channels. Smartphones, tablets, smart TVs, laptops are being used globally to run businesses and to buy and sell goods. E-marketing is very transparent in terms of its effectiveness compared to offline marketing. One thing that makes e-marketing stand out is the ability to measure impact in real time. Marketers can look at performance and change messages accordingly, which can be very effective when compared to offline marketing [6]. The reason why e-marketing is essential for a business today is because the internet is becoming one of the most used tools.

Because the more people know about your website, your brand and the products you sell, the more familiar they become with your agenda. The latter leads to close relationships or relationships that develop on the basis of trust [7]. For some brands, especially those created through a large offline audience, traditional marketing can be very difficult to ignore.

But for many small businesses that are trying to succeed through a limited budget, e-marketing can prove to be a lifesaver. This is why many new and old businesses are studying the power of electronic marketing.

IV. ELECTRONIC MARKETING AS A CONCEPT

The notion of electronic marketing [7] summarizes the business philosophy of the enterprise, institution or individual, which is characterized by concentration, respectively focus on the consumer, expressed through the constant and harmonious effort of the whole enterprise in the process of meeting the needs and desires of the consumer and self-realization. The concept of marketing is the philosophy according to which the profit goals of the enterprise can be best achieved by recognizing the wishes and needs of the target customer groups and meeting those needs through activists and interconnected engagements of all structures and levels of enterprise organization. In 1954, Peter Drucker, very clearly emphasized the role of marketing for the success of the enterprise [8]. Even today his concept on marketing has the value and sustainability of the test package.

In order to know better what our job is, we need to have a specific mission in this regard. The best definition of a company's mission [9] is just one: customer satisfaction. The production of the product itself should not be of primary importance by the manufacturing companies, and especially not for its future and success.

The primary thing should be for the consumer to think about buying the product that represents value for him, determining what your business is, what it produces and whether it will succeed in its future. Businesses, respectively world-renowned companies, during their development have designed and practiced different concepts in doing business in their activity, depending on the time, conditions and opportunities. Understanding the marketing concept itself is one of the most important dimensions in enterprise business. To properly understand the key concept of marketing, it must be emphasized that the activities of the enterprise have the beginning and the end of the customer. The enterprise through marketing identifies needs and requirements, analyzes and follows them until they

are met. According to the marketing concept, the focus of all enterprise enterprises is the market, respectively the consumer.

In today's conditions of technical-technological development and high level of development perfection it is possible to produce everything. A special problem is where and how the products and services will be placed. Undoubtedly, marketing has its primary role and function for solving this problem. Marketing starts its activities in the market and ends in the market. Initial marketing activities are related to market research and research, identifying competition and finding customers.

Using the relevant information, decisions are made: what to produce, at what cost, for which market and for what time? The company must not work with conjectures and base judgments that must be drawn in support of information coming from the market and the consumer. If we work without this data, the company will be destroyed very quickly because it is not clear what the market, the consumer wants and how the competition works. Through information, the preparations of the offer are stable, for the benefit of the customers but also in the service of the realization of the objectives of the enterprise.



Figure 1. The concept of sales

From the fact that the understanding of the key concept of marketing focuses on the consumer [9], any business entity that deals with the production of products and services, to be successful must never forget that:

- In the economy and the free market, the consumer is the main,
- Every time we have to put ourselves in the position of the consumer,
- The benefits of the consumer from our product or service must be understood,
- We should sell based on the needs and requirements of customers and not based on our needs, product features and its properties,
- Meeting the needs of the consumer, the permanent goal is to satisfy his satisfaction.

However, in the modern economy it is very difficult to achieve the fulfillment of all consumer needs. Furthermore, it should be borne in mind that the desires, needs and requirements of the consumer are dynamic and changeable phenomena that are not given once and for all. On the other hand, so far there is no regulator that will avoid the introduction of unwanted products and services in the market. The correlation [10] between marketing and customer needs is not simple but it is a very complex correlation. It is essential to make a clear distinction between the needs, wants and requirements of consumers.

This distinction, of course, often initiates the well-known critique of marketing, according to which marketing designs and shapes needs or that marketing pushes consumers to buy products or services that were not actually needed.

Marketing, in reality, affects the demand by trying to create a product or service that is attractive and acceptable to the consumer, at a reasonable price and that is easy to reach to the desired product. Marketing is so important that it cannot be considered as a separate function. It is the whole business seen from the point of view of the end

result, from the point of view of the consumer. In the modern economy, the activity of enterprises that bypass the way of doing business which is based on essential marketing postulates and which concentrates only on sales, is threatened by the undesirable financial and economic situation.

Clear marketing plans are drafted only by those companies or businesses, which are based on a well-studied and researched strategy.

Consequently, they may have:

- Their clear identity in the market respectively business,
- Loyal customers and continuous business,
- Efficient use of resources and their utilization,
- Financial benefits that make the difference,
- True value added to the balance sheet

V. THE IMPORTANCE OF ELECTRONIC MARKETING

The importance [11] of e-marketing today is seen more clearly than ever. Marketing is almost everywhere present in our daily lives.

It is present so much that it affects the way we live our lives. Consequently, there is a continuous transformation of business and society in general. Although it is noticed that it tends to adapt to a certain economy and society, electronic marketing in the last instance makes another dynamic in our lives, respectively our behavior. Companies are very much connected to the market and business, which connection provides electronic marketing. E-marketing is essential for the success of a business and in this sense, it will provide the realization of the main goals, namely the survival of enterprises, their growth and development. E-marketing made it possible to identify much more easily the behaviors of customers or clients, then to research, to present ideas related to this aspect,

to communicate directly with the public or consumer, etc. Consumer demand for certain products as well as the future of the company itself depends on how electronic marketing is used. The result of the firm, therefore, depends entirely on this approach

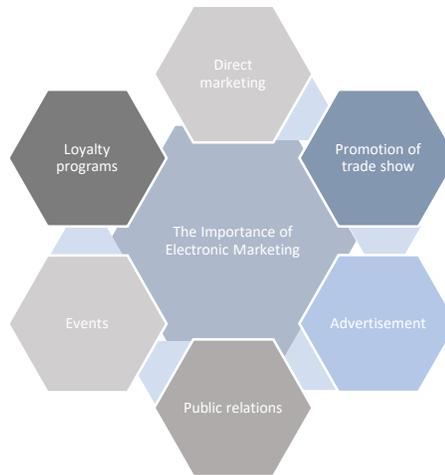


Figure 2 The importance of Electronic Marketing

Marketing logic [12] is extremely important for employees or for those who aspire or try to get hired even though the intended position is probably not directly related to marketing. In fact, it's all about marketing in business. Possessing e-marketing skills as well as making the most of it, means that you will ensure a better possibility of the candidates in the interviews, leaving an impression on the employer or the advertising commission, while the employees will be stimulated to innovative thinking, will increase identification with the organization or company and along with this their motivation. Although the impression is created that these skills and abilities are applicable only in business, it does not mean that they are not applicable in activities or other forms of organization, such as: in the public sector, in non-governmental organizations, etc.

The public sector is essentially about meeting or satisfying the general needs of society, i.e. it does not aim at profit, but at the moment of making contacts with the public, the skills and abilities of electronic marketing are highlighted, which today are considered standard or behavioral criteria. In terms of business scope, of course the importance of marketing skills and abilities is more pronounced. The belief or logic should not be taken or introduced that only the marketing manager should have or possess skills and abilities, he must necessarily have them at the expert level, but their dissemination in the enterprise is also necessary. The first statement can be understood only if the approach and contact or cooperation of the e-marketing manager with all the other different managers in the company and with the top manager is at a very high and very good level, but on the other hand it is important that managers or other employees in the enterprise have at least general knowledge about the marketing of the enterprise and its access to the market, i.e. marketing strategy. This knowledge is important in the sense that employees know better the whole process of running the business because this will ensure higher quality. Enterprises today are completely market-oriented, consumer-oriented. Marketing has the main role in identifying market needs, in formulating strategy, so it can be concluded that the vision of the company is closely related to the market, and the consumer [13]. If the enterprise is understood as a system, then the role of marketing in the enterprise and its connection with all other functions of the enterprise in terms of achieving goals can be better understood.

The marketing skills and abilities spread in the organization are of special importance in terms of realizing the vision of the enterprise because only in this way all forces can be mobilized and directed towards the realization of goals.

VI. ANALYSIS AND PRESENTATION OF SURVEY RESULTS

To carry out this paper, which aims to analyze electronic marketing and its impact on performance growth, it has been formulated a questionnaire which includes businesses in the Gjilan region (Kosovo) during Covid-19.

The research was done with the help of a closed-ended questionnaire where they were distributed to various enterprises and companies. A total of 30 respondents with different positions in business who belong to different sectors have been submitted. Respondents were asked a total of 15 questions related to the impact of e-marketing on the business where they operate.

The application of electronic marketing has brought many desirable advantages to various enterprises and businesses. The vast majority of them have drawn positive conclusions with high results which will be presented below:

1. Age 30 response

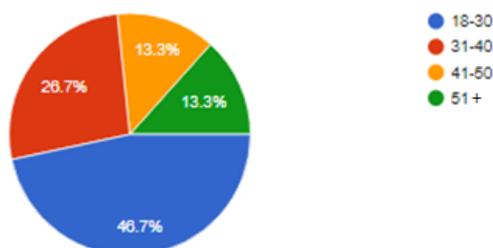


Figure 3 Age of respondents

As part of the questionnaire, the important question was the age of the respondents, where the question was divided into 4 different categories and based on the data we can see that the older the age, the more the number of respondents decreases where we see that the largest number of respondents is aged 18-30 which includes

46.7%, continuing with the age of 31 -40 which makes up 26.7% continuing to the ages 41-50 and 51 and over which includes 13.3% of respondents.

2. Sex

29 responses

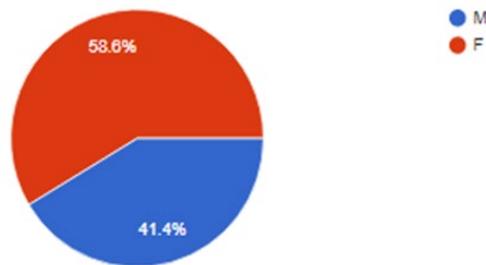


Figure 4 Gender of Respondents

In order for the research to be as serious as possible and to have participation from both genders, an effort has been made to create equality in terms of the gender of the respondents. On this occasion we also see the participation and role of both parties in the business.

In graph 2 of the total respondents in the research participated 58.6% females and 41.4% males.

3. Residence

30 responses

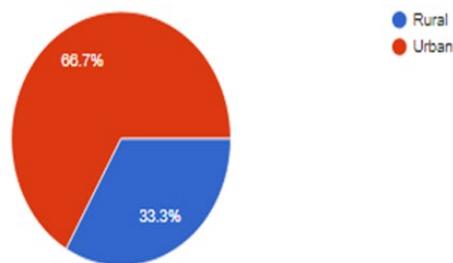


Figure 5 Residence of respondents

One of the research questions was also the residence of the respondents. From the graph we see that part of the survey were 33.3% of respondents who live in rural areas or in the vicinity of Gjilan and 66.7% who live in urban areas.

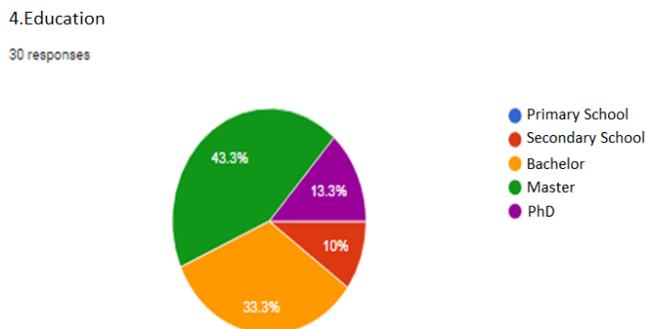


Figure 6 Education of respondents

In the graph above we present the level of education for all respondents who participated in the research. We have divided the level of education into 5 categories starting from primary school up to the doctoral level.

Based on the research results which are presented in graph no.4 we see that part of the research was not an individual who was with primary school and the first option of the question falls down. Participants in the survey with the level of high school were 10% of respondents, with the level of bachelor education of respondents are a total of 33.3%, then we have the level of master studies, a level which consists of 43.3% of respondents which includes most of the respondents, while with doctoral studies we have 13.3% of the respondents who participated in this research. Based on the research results which are presented in graph no.4 we see that part of the research was not an individual who was with primary school and the first option of the question falls down. Participants in the survey with the level of high school were 10% of respondents, with the level of bachelor education of respondents are a total of 33.3%, then we have the

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5. According to position in business

30 responses

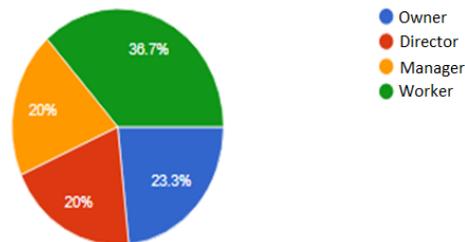


Figure 7 Business position

In graph no.5 we have presented the function of respondents in business, a function which we have tried to divide into 4 categories or more important positions such as: owner / shareholders, director, manager and employees.

Based on the answers we have received from this research we conclude that: in the function of owners / shareholders we are dealing with 23.3% of the respondents, in the position of director we are dealing with a figure of 20% of the respondents, then in the position of manager 20% and the position of employee 36.7% which also marked % higher in this question.

We see that in this research we are dealing with a variety of positions in different companies and businesses and this best shows us the opinions of individuals in general how they see the key role of the main topic in business.

6. In which sector do you work?

30 responses

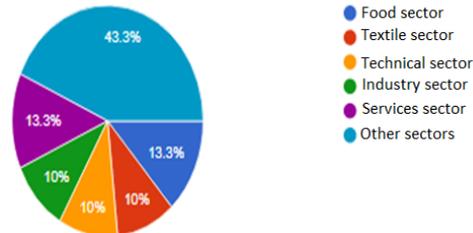


Figure 8 The type of sector to which the respondents belong

In graph no.6 we have presented the question of which of these sectors the company of the respondents belonged to which tells us exactly what kind of business we are dealing with during this research. This question is divided into 6 different categories as seen in the graphic.

In the food sector we are dealing with 13.3% of the respondents, followed by the textile sector which includes 10% of the respondents, then we have the technology sector and the industry sector which also make up 10% of the number of respondents, the services sector which consists of 13.3% of respondents and finally we have another sector which consists of 43.3% of participants in this research can also be for example: health sector, transport sector, etc.

7. Do you think digitalization has made access to the market easier?

30 responses

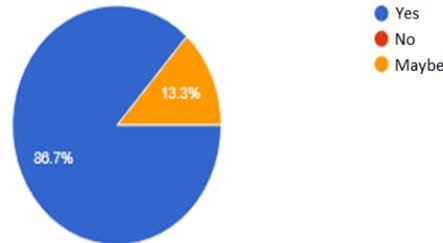


Figure 9 Respondents' opinions on technology and digitalization towards market access

This question is divided into 3 different categories as seen in the graph above, where the answer that technology and digitalization have made easier access to the market marked Yes 86.7% of respondents, option 2 of the question falls short of that respondents have the opposite opinion with the option given while in option 3 it includes only 13.3% of respondents.

Based on the responses from the respondents we notice clearly that the vast majority of them are aware that technology and digitalization have made it much easier to access the market, thus applying electronic marketing to the businesses where they operate the result will definitely be positive.

8. What percentage of the budget do you spend on e-marketing?

30 responses

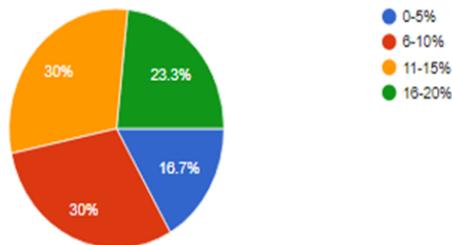


Figure 10 Budget spending on e-marketing

As part of the questionnaire was the question of what% of the budget the companies and businesses where the respondents belong spend on electronic marketing. This question has been one of the right questions which shows us how important businesses consider the use of electronic marketing.

This question is divided into 4 different categories:

- 16.7% of respondents answered that they spend 0-5% of the budget for electronic marketing.
- 30% of respondents answered that they spend 6-10% of the budget for electronic marketing.
- 30% of respondents answered that they spend 11-15% of the budget for electronic marketing.
- 23.3% of respondents answered that they spend 16-20% of the budget for electronic marketing.

Based on the research we notice a great importance that businesses give to e-marketing and based on it we can conclude that this will grow even more because the role of e-marketing is extremely influential in terms of business growth and expansion.

9. In which periods does your company use electronic marketing?

30 responses

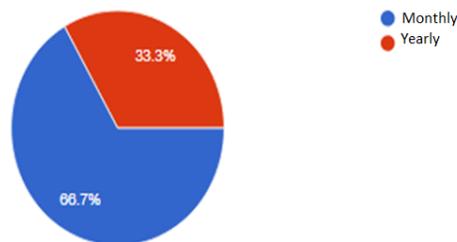


Figure 11 Utilization of electronic marketing in monthly and annual periods

Part of the questionnaire was the question in graph no. 9 which is very important to know in what time period e-marketing is used by companies or businesses where respondents belong.

This question is divided into 2 different categories and results as follows:

- Monthly period: 66.7% of respondents responded.
- Annual period: 33.3% of respondents responded.

This is a satisfactory response from businesses because they have had a steady increase in profits from their businesses and therefore want to apply e-marketing as much as possible.

10. Do you think e-marketing is the most effective form of business?

29 responses

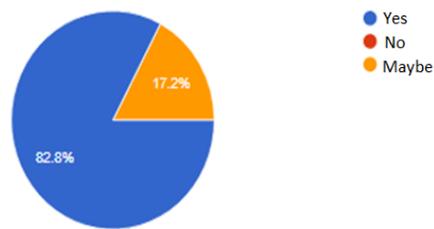


Figure 12 E-marketing is an efficient way to do business

In the graph above we see that 82.8% of respondents responded and think that e-marketing is the most efficient way to do business. Option 2 goes down because none of the respondents think the opposite of option. 17.2% includes those who answered in option no. 3.

From this response of respondents, we can see that the vast majority are satisfied with e-marketing, this form is ideal for doing business and achieving the results they want.

VII. CONCLUSIONS

Based on the research done on the internet, from the daily use of electronic marketing, we can freely say that the future belongs to electronic marketing. The importance of using electronic marketing is very high, the benefits are undeniable, the way of access and use is very practical. The Internet in general has had a positive impact on the development of the image of businesses that have known how to use it. Different e-marketing activities on different platforms or channels make known those businesses or those people who manage to do it. E-marketing enables the building of relationships with the target audience and helps in promoting the product or service and also enables the improvement of search engine rankings especially on social media. E-marketing breaks down barriers and borders regional, state and beyond, especially with the business that faced the Covid-19 pandemic. In a way, businesses have been obliged to enter this digital path and as a result they have had sufficient benefits. A promotion of a product that can be done in Gjilan or anywhere in Kosovo, can be done in another country anywhere in the world. E-marketing is a good opportunity to compile various surveys with customers in order to improve the quality of the idea, product or service, which helps increase productivity.

From the research done, it has been concluded that when applying e-marketing or electronic marketing, companies enjoy great benefits and lower costs, in convenience, speed, flexibility and others. During the implementation of the questionnaire for companies in the region of Gjilan, we found that the awareness of companies for e-marketing is high, almost most are aware of the positive impact that the application of electronic marketing brings.

From all the above it can be concluded that:

- E-marketing should be applied in businesses of different sectors due to the high value and advantages compared to traditional marketing, this new field brings growing benefits and development, proximity to customers, lower costs and much more other low.

- E-marketing has a positive effect and for this reason many companies prefer this form of marketing, the vast majority of respondents said that this form is the right form of doing business which means that they share positive and satisfying thoughts of marketing.

All businesses, especially start-ups should apply as much as possible e-marketing because technology and digitalization have really made it easier to access the market, so you can show what you want at all times in front of your customers. Also, this way you will gain new customers, making your business more successful and profitable and going on the most successful way to maximize profit.

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