

## IMPACT OF DIGITALIZATION ON BUSINESS STRATEGY FOR STRENGTHENING BUSINESS IN THE COVID-19

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### Abstract

Innovation in digital marketing in the midst of a pandemic. There has been a meteoric rise in the use of generic marketing materials since COVID-19. In the wake of this pandemic scenario, many marketers have rethought their strategies for connecting with consumers and expanding their businesses. After the COVID-19 pandemic, it became clear that the digital marketing procedure had an effect on certain MSME. This paper's literature evaluation focuses on the role of digital marketing as a foundational aspect of company growth. As a means to further corporate improvement, it imposes a culture and methodology on service expansion. Incorporating the following design and philosophical aspects into the study's methodological approach allowed it to achieve all of its aims. The most crucial part of the COVID-19 predicament is the impact of digital marketing on the bottom lines of certain companies and what this means for the digital transformation strategy.

**Keywords:** Covid-19; digital marketing; SME's; Role of government

### Introduction

The primary goal of digital marketing has been to increase sales and, by extension, the company's potential for expansion in the online marketplace. Existing clients and consumers have reaped the benefits of this marketing venture's ability to develop MSME values. From a marketing perspective, this online storefront business has generated some statistically significant sales for those products already on the market. Consistent financial results have resulted, which bode well for the present transfer e-commerce venture. There are a lot of chances for the digital market to advance, and this paper includes all of the goals.

### Literature review

People are more inclined to interact with brands when given the option to contact through "digital media," according to studies conducted by **Gogia and Nanda (2020)**. This study aims to develop communication technologies that will help students consolidate their control over "e-word," "e-learning," "word-of-mouth," and satisfaction. It also seeks to build the "e-service quality" and "e-information quality" necessary to create the "brand image" that different Universities are known for.

According to **Shehzad et al. (2020)**, the "corona virus pandemic" is among the most catastrophic worldwide health emergencies that have occurred in the modern period.

The COVID-19 epidemic devastated public health, according to **Pandey's (2021) study**. One significant impact of integrated marketing strategies is the improvement of communication across different marketing activities.

The "COVID-19 pandemic" has altered internet shopping habits, according to **Astari (2021)**, as consumers now research products thoroughly and compare prices to find the best offer. The shift from "conventional marketing" to "digital marketing" has also been spurred by this.

**Purba et al. (2021)** found that COVID-19 significantly affected the marketing strategies of small and medium-sized enterprises (SMEs), e-commerce, financial results, and "business sustainability (BS)" in Indonesia. Furthermore, it zeroes in on real connections between "digital marketing" and "business sustainability" in relation to e-commerce, and financial performance in order to ensure suitable financial performance and company sustainability.

## Objectives

Research objectives are:

1. To investigate the role of Government in the digital transformation in SME's during COVID19 pandemic time in India.
2. To understand how the Digitalization impacted the business strategy of Indian businesses during Covid19 pandemic era.

## Research methodology

Descriptive research is used in this study. To provide a detailed account of a population, event, or phenomena, this study use a descriptive research strategy. An online survey was sent out to individuals holding decision-making roles in SMEs in India as the preferred quantitative data collection approach. The study topics stated in the introduction might be further clarified by polling practitioners to learn more about their perspectives and the top concerns regarding the Industry 4.0 transformation process. A quantitative strategy that relies on financial or organisational performance statistics was investigated, but it was determined that the limits of this technique, especially in light of the COVID-19 epidemic, made it impossible to obtain accurate and trustworthy data. As a result, the researchers felt that polling practitioners was the best approach for their study. The purpose of the survey is to gather primary empirical data from similarly situated individuals inside the companies through the use of structured questions. Careful consideration went into crafting the questions so that they would adequately address the study issues and provide useful information to the participants. In order to link the paper's findings to the present condition under investigation, the survey data is essential. When doing creative analysis, it is necessary to integrate prior studies, overarching themes, and insights derived from survey data that are pertinent to the study questions. Using a cross-sectional survey sent out to professionals in the field, this study gathered quantitative data for a descriptive analysis.

## Results

**Theme 1: Digitalization impacted the business strategy of Indian businesses during Covid19 pandemic era.**

Table 1: Mean of all Statements

Statement	Mean
The business model of the business is thought to be supported by in-person contacts.	0.58
Organizational routines and processes that are difficult or resistant to modify	0.63
Unwillingness to change or difficulty changing organizational procedures	0.62
Inability of employees and other stakeholders to endure the threat posed by hackers and cyberattacks.	0.64
Lack of access to stable Internet connection	0.62
Accelerated shift from paper-based to electronic-based processes, procedures and routines	0.61

The findings indicate many important hurdles to digital transformation in Indian small service organisations during the COVID-19 epidemic. The company model's high reliance on face-to-face interactions was a major difficulty; its mean effect score was 0.58. This highlights the challenge of moving from in-person to digital operations. Hard-to-change organisational routines and processes and unwillingness to adapt were also highlighted in two statements with mean impact values of 0.63 and 0.62. This shows that organisational inertia and change resistance hinder digital transformation. The low cybersecurity awareness and worries of workers and stakeholders (mean impact of 0.64) suggests a need for more cybersecurity measures. Internet connectivity issues (mean impact 0.62) highlight infrastructure constraints preventing digital technology adoption. The increased shift from paper-based to electronic procedures (mean impact of 0.61) shows continuous efforts but also requires smoother transitions. These findings

shed light on small service organisations' unique challenges, leading solutions to overcome them and foster digital transformation in India during the pandemic.

## Theme 2: Role of government in the digital transformation in small service businesses during COVID19 pandemic time in India.

Table 2: Mean of all Statement

Statement	Mean
Financial support from government	0.70
Government had Build a platform to connect small businesses with internet content provider services (e.g., social media).	0.72
Government promoted digital tools and upcoming digital trends for SMEs.	0.70
The government had provide some small subsidies to support enterprises to implement new innovative ideas.	0.72
Better access to training	0.70
Government schemes, policies, security (different acts, laws) are motivating	0.71
Assist in revising rules pertaining to public safety declarations	0.71

Studies found that government actions and support help small service enterprises digitally transition during the COVID-19 pandemic in India. Financial support from the government had a mean impact score of 0.70, suggesting its importance in helping firms during tough times. The government's initiatives to establish platforms to connect small enterprises with internet content provider services (mean impact of 0.72) and promote digital tools and future trends for SMEs (mean impact of 0.70) emphasise infrastructure and awareness-building. Small subsidies to support innovative ideas (mean impact of 0.72), better training access (0.70), and government schemes, policies, and security measures (0.71) all help enable digital transformation. The government's help in altering public safety disclosure laws (mean impact of 0.71) shows how it helps firms adapt. These findings demonstrate how government efforts during the epidemic helped small service businesses in India digitally change.

### Conclusion

The findings show that Indian small service organisations confront many digital transformation problems during the COVID-19 pandemic. Due to organisational inertia, cybersecurity concerns, and substantial reliance on face-to-face contacts, digital transitions are difficult. Infrastructure constraints like internet access hinder digital technology adoption.

Despite these limitations, the study shows that government actions and assistance are crucial to digital transformation. Financial support, infrastructure development, awareness-building efforts, and legislative changes enable digital innovation and adaptability. During the epidemic, targeted tactics and government interventions are needed to overcome specific challenges and promote digital transformation among small service enterprises in India.

The insights from this research help policymakers, business leaders, and stakeholders collaborate effectively to navigate digital transformation, fostering resilience and competitiveness in India's rapidly changing business landscape.

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