

Chapter 3

Marketing in a Pandemic

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ABSTRACT

The COVID-19 outbreak has shocked the world and spins the economies around the globe; it is far more than a health crisis. Many businesses face difficulties in survival, and marketing will be the only approach to their recovery. As the pandemic affects every aspect of business and life, consumer behavior shifts dramatically; the change in behavior of consumers is not short-term in nature but it has long-lasting effects. However, within this uncertain and complex environment, businesses should rebuild their marketing mix and philosophy and showcase honest and transparent values to face this downturn phase with ease. Firms should focus on the fundamentals of marketing during the pandemic, go along with the trend of consumer behavior, bring clarity through their actions, and rebuild their products around consumer needs. Only then can they lead in this unknown environment.

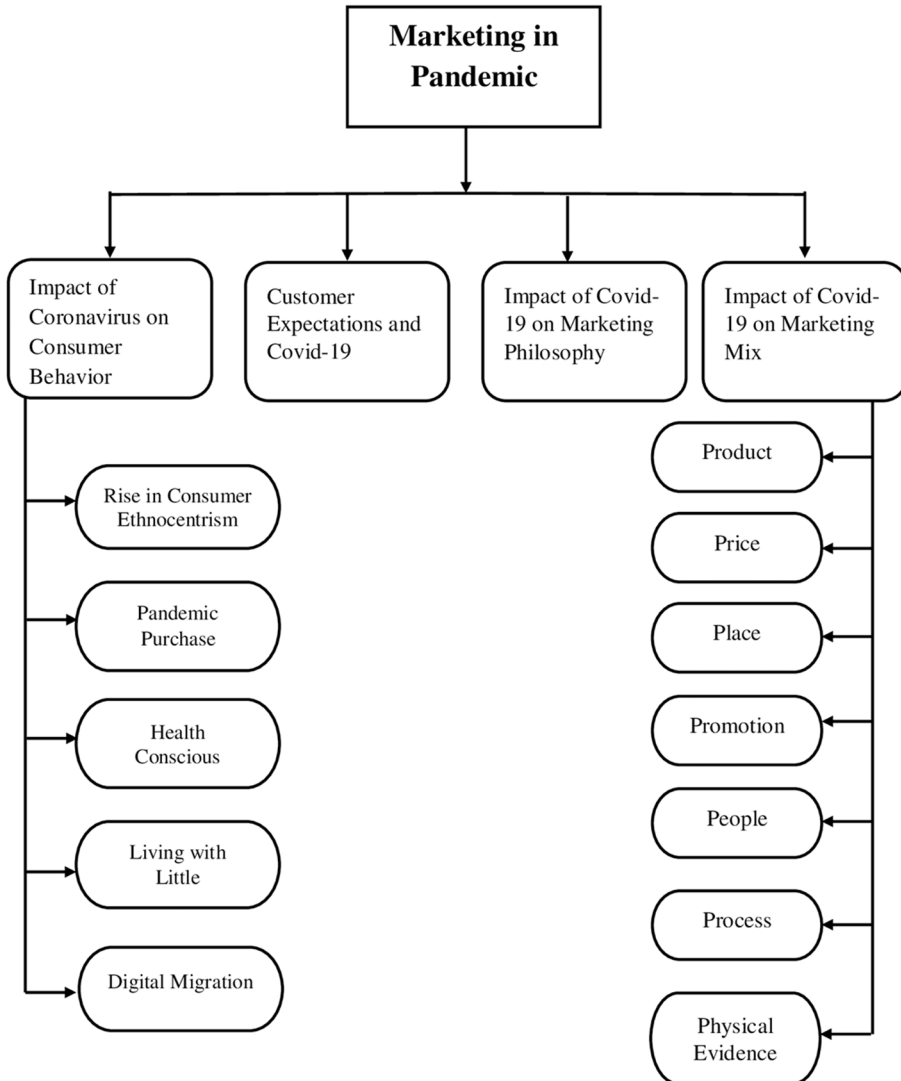
INTRODUCTION

The Covid-19 pandemic is one of the biggest crises after World War II which affects every aspect of our life. We are getting used to living without the outdoors. Our businesses suffered a lot due to it but now it has changed the way we do business. The coronavirus has flipped the market upside down as it brought the whole world economy to a standstill. The pandemic affects the way we live, work, and shop and now it ushers consumer's attitudes, preferences, and buying behavior. To cope with

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this change in consumer behavior, businesses put their efforts to satisfy the needs of consumers. And one of the main tools which help in achieving this is *Marketing*. This chapter throws light on how the Covid-19 pandemic affects the various aspects of marketing and its management.

Figure 1. Flow chart of marketing in pandemic



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