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To understand the impact of Digital Marketing on global
marketing post Covid 19 and the consumers behaviour
– A case study on Amazon



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Declaration

I, Anamaria Lupu, declare my responsibility that this Dissertation is entirely my work, writing in my own words.

Moreover, I have acknowledged all sources I used in my research in the reference list section.

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Abstract

The purpose of this research is to investigate and comprehend the influence of digital marketing after Covid-19 in an Amazon case study. Moreover, it seeks to understand and analyse consumer behaviour in digital marketing.

Since Covid-19 took over the entire world more than two years ago, new strategies and approaches are being recognized as a business attempt to refresh their work in order to recover from the crisis. Additionally, during the pandemic, Amazon.com saw an explosion in online orders, making Jeff Bezos the wealthiest person on the planet Earth.

This study follows a well-structured literature review and uses primary and secondary sources to investigate the aim questions and provide more information. A chart illustration is included with an analysis of each survey question. After the responses are interpreted, the findings will be used to make the conclusion and recommendations.

Keywords: Digital Marketing, Global Marketing, post Covid-19, Business, Amazon.com, Consumers Behaviour.

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Introduction

Why is Digital Marketing? Digitalization has brought about significant changes in people's lives, whether on social media, economic, or personal. These developments have impacted both business and society as a whole. As a result, organisations had to adapt new techniques to reach their customers, as old approaches were no longer successful in some circumstances.

In the case of marketing, businesses have to alter or combine traditional marketing with digital marketing in order to promote their products and services over the Internet.

According to Cant and Wiid (2016), traditional marketing relies on advertising strategies that include direct sales, radio, mail, and television. Furthermore, according to Todor (2016), people are most accustomed to traditional marketing due to its longevity and ease of reaching a local audience most of the time. On the other hand, according to the literature review, digital marketing can be summarised as utilizing digital media, data, and Technology to achieve marketing goals.

In practice, digital marketing focuses on managing various forms of online company presence, such as a company website, mobile app, and social media company pages, as well as online communication techniques such as search engine marketing, social media marketing, online advertising, e-mail marketing, and partnership with other websites (Caffey, 2019).

According to Senecal & Nantel (2004), nowadays, consumers have access to all online resources, including social media, information, and recommendations that influence their purchasing decisions.

This paper uses Amazon.com as a case study to investigate and comprehend the effects of digital marketing following Covid-19. Attempt to comprehend and analyse consumer behaviour and marketing. The purpose of this paper is to conduct literature research using primary and secondary sources in order to examine the purpose of the aim questions and offer valuable in-depth information. A chart illustration is included with an analysis of each survey question. Consequently, the findings will be used to build the conclusion and recommendations after the responses are interpreted.

This research takes an exploratory and social science approach, and the main aims of this paper are:

- Focusing and offering in-depth information on digital marketing;
- Offer in-depth information on Amazon.com;
- Analyse consumer behaviour towards digital marketing, especially post Covid-19;
- Investigate how Amazon.com creates brand equity especially post Covid-19.

Due to the growing trend toward online businesses, digital marketing is quickly becoming an essential component of marketing and brand promotion efforts. Instead of going out to the local stores, people gravitate more toward online shopping. Because of this, both small businesses and large corporations must adopt and master digital marketing and advertising strategies.

Digital marketing, in contrast to conventional marketing, is conducted entirely online and complies with Covid-19 guidelines. As more and more potential customers visit your website or social media websites, they become vast digital data sources from which businesses monitor, study, and profit.

Campaign decisions that are in sync with the current circumstances can also be made with the assistance of this data (Ravindran, 2021). According to Ngugi & Goosen (2021b), digitalization is more than just one of many rising trends. According to Kalina (2021, p. 225), the Covid-19 pandemic boosted rising tendencies toward digitalization and automation, allowing for the capture of huge datasets "valuable for management decision-making" (Ngugi and Goosen, 2022).

The distinct responses of digital markets on Covid-19 have given us unprecedented visibility on several surprising aspects. First, Covid-19 has quickly become an unstoppable digitalisation force. Regardless, if we are talking about office work. Learning or schooling, there was no other alternative except to go online.

Digital marketing strategies are critical to the business's success because customers frequently conduct product research online before making a purchase. Nowadays, companies have been able to identify their target customers by gender, age, education, interests, and other factors through digital marketing.

Unlike conventional marketing, digital marketing has a lower cost per lead and a greater return on investment. Many businesses have implemented pay-per-click tactics in order to save expenses while still reaching their target audience. Digital marketing makes it possible for businesses to reach potential customers anywhere in the world at any time, thanks to technological advances and the rising popularity of smartphones (Ravindran, 2021).

The COVID-19 pandemic has created new opportunities for online businesses and disturbs online shopping. Moreover, it has created substantial growth for internet-based businesses as more and more people started to shop online during the lockdowns. Consequently, these events lead to the emerging expansion of online businesses. With a 27.6 percent rise, the global e-commerce sector will top \$4.28 trillion in 2020. Over the last several years, businesses have introduced digital technologies that affect how they work, communicate with consumers, and create value.

Customers can easily select the products that best meet their needs and requirements thanks to the convenience afforded by online shopping. In addition, since younger customers are more likely to shop through social media, the way businesses operate has changed due to the majority of young consumers shifting to online spending.

Additionally, 62 percent of consumers, compared to 53 percent of middle-aged and 44 percent of older consumers, base their purchasing decisions on the impact these products have on society, such as sustainability and eco-friendly products.

As a result, as more customers and businesses adapt to their purchasing and selling online, the digital marketing environment is getting more competitive. When considering the situation of digital marketing in the middle of the Covid-19 epidemic. According to research, 54 percent of purchases made by young consumers are from independent retailers they discovered via social media, compared with 43 percent for middle-aged and 25 percent for older consumers. Social media has also become a significant influence on online shopping. This is incredibly encouraging, given that social media has become an essential communication route for many people, and the amount of time consumers spend online has grown dramatically since the epidemic began (Herrando and Constantinides, 2021).

In this setting, marketing departments must focus on creating creative ways to get their brands in front of people. During these pandemic periods, digital marketing received a significant boost. With an ever-increasing number of customers, firms needing to explore internet options and innovative advertising has become a critical demand.

According to the literature review, Amazon.com communicates its business and operating philosophy through the vision of its founder, Jeff Bezos (Sunguro, 2020). According to reports from CNBC (2020), Amazon.com experienced a flood of online orders during the pandemic, making Jeff Bezos the wealthiest person on the planet.

Digital marketing in the global market post-Covid-19, consumers behaviour, and Amazon.com

Literature review

1.1 Digital marketing – from offline to online

The most ground-breaking marketing tool is generally regarded as the Internet. Since its discovery, the business has increased its Internet use, making it widely regarded as the most revolutionary marketing tool. According to Bajrani (2022), the forms of communication that people use have impacted the evolution of business development, the satisfaction of customer needs, and the cost-and-time-saving benefits of online research.

Digital marketing, in which communication is carried out through digital media, is an indicator of the transformation of traditional marketing into digital marketing.

There are numerous definitions of digital marketing (Figure 1), but according to Bajrani (2022), digital marketing is a marketing development phenomenon in which marketers use digital marketing as an important component in creating their marketing strategies and campaigns to present their products or service to customers (Bajrani et al., 2022).



(Source: Market Business News, 2022).

As a result of this evolution, firms have modified their marketing by converting conventional marketing to digital marketing and enhancing how they establish relationships with their consumers to satisfy their demands.

The literature review suggests that digital marketing can be defined as: "Achieving marketing objectives through applying digital media, data, and technology."

In practice, digital marketing focuses on managing various forms of an organisation's online presence, such as a website, mobile app, and social media company pages. This is done in conjunction with online communication strategies like search engine marketing, social media marketing, online advertising, e-mail marketing, and a partnership with other websites (Chaffey, 2019).

The Chartered Institute of Marketing defines marketing as "The management process responsible for identifying, anticipating and satisfying customer requirements profitably." The term underlines the importance of marketing to the client while also emphasizing the need to link to other corporate operations to attain this profitability.

According to Chaffey and Smith (2017), digital marketing may be utilized to serve these goals in the following ways:

- **Identifying.** The Internet may be utilized for marketing research to determine client requirements and desires;
- **Anticipation.** The Internet provides a new channel for customers to acquire information and make purchases; determining this demand is critical in determining resources allocation for e-marketing;
- **Satisfying.** Customer satisfaction via the electronic channel is a critical success factor in e-marketing.

Digital marketing is the most recent technique for attracting customers by using new technologies such as the Internet and information-related technologies to carry out marketing activities. In contrast, traditional marketing aims to attract customers by communicating with them through traditional channels (Bajrani et al., 2022).

The term "digital marketing" encompasses the use of digital technologies throughout the entire marketing process, including but not limited to building a positive brand image, retaining customers, and leading customer relationships.

According to Sawlani and Susilo (2020), the growth of digital marketing via the Internet and mobile phones gives businesses new access to highly effective advertising. According to Desai (2019), digital marketing encompasses all activities that use the Internet or electronic deviances. According to this definition, businesses connect with customers through e-mail, social media, and all digital tools. This is also known as "internet marketing," "web marketing," or "online marketing."

It can also be described as various digital strategies and methods for connecting with individuals where they spend the most time online. According to Desai (2019), common strategies that fall under the "digital marketing" category include e-mail marketing, digital advertising, and websites.

"Technology-based adaptive process by companies to collaborate with all partners to achieve value for all stakeholders " was Kannan and Li's (2017) comprehensive definition of digital marketing. (Forghani, et al., 2021).

Digital marketing is a sort of marketing that takes place on electronic platforms using any technology device. Digital marketing takes advantage of Technology by offering online content and connecting with customers via digital channels. The ability to reach target customers through search engines and the lower cost compared to traditional marketing are digital marketing's most significant advantages over traditional marketing.

As a new marketing style, digital marketing is critical in boosting and extending sales of items and services in the current world. Businesses have evolved due to these marketing channels, which use digital channels and Technology to carry out marketing operations (Bajrani et al., 2022).

Digital marketing offers a number of additional advantages, including ease of use, the potential to increase customer knowledge (Tiago and Verssimo, 2014), great opportunity to build a brand image on the Internet, presence, and constant updates (Piero-Otero and Martinez-Rolan, 2016).

Furthermore, enterprises' access to low-cost advertising in foreign markets, as well as the convenience of connecting with consumers, suppliers, or partners, are ways in which digital marketing allows business to reach clients all over the world. It may also increase campaign control, optimization, and improvement by preparing great flexibility and dynamism, allowing for personalised and exact segmentation (Carpio et al., 2022).

Due to its relatively low cost, digital marketing offers businesses a profitable opportunity to promote their goods or services in contrast to traditional marketing. Businesses claim to expand in terms of market size by attracting or retaining customers in order to be profitable because of the high level of competition (Bajrani et al., 2022). They accomplish this through traditional or digital marketing.

Traditional marketing is focused on interactions between businesses and their consumers. Therefore, the emphasis has always been on developing things that would meet the wants of the client, and the emphasis has tended to be on single transactions (Blythe and Martin, 2019).

Technological advancements provided chances for current firms as well as for the establishment of new enterprises. The introduction of the Covid-19 epidemic was a catalyst for technological change, with enterprises adapting their business models by becoming more digital (Bajrani et al., 2022).

Marketing researchers find the field of online advertising, through which a product or a service reaches the global target market, to be highly fascinating.

This type of marketing is a promotion that gives customers enough information about the specifics of a product or service to convince them to buy it.

The advantage of online advertising is that it extends beyond the local market and reaches a worldwide audience. In addition, it is adaptable, allowing businesses to update information about their products and services (Bajrani et al., 2022).

E-mail marketing is used to send information to the right people at the right time and the right customers. Businesses can use this marketing to send e-mails directly to connect with their audience and meet their customers' needs.

Mobile marketing is regarded as one of the last and most important channels in the context of digital marketing due to its characteristics as a broad, economical, and fast channel through which those interested can obtain information about the products or services required without having to visit the store physically.

This marketing style influences potential clients' purchase decisions by providing information about particular items and services. Interactive video material, such as webinars and webcasts, has become one of the most popular marketing platforms. According to Australian research, the number of webinars has increased by 21 percent yearly. It was shown that over half of firms perceive webinars to be essentially or extremely useful, particularly for lead creation. Eighty percent of firms discovered that webinars reduced their cost per lead (Cruz, 2020).

Recessions and job losses have already been common and may continue, even though we have yet to see the long-term effects of Covid-19 on the economy. Digital marketing is no different, and budget cuts typically affect it first. However, this is not always the case, and a number of studies conducted over the past few decades have demonstrated that making investments in marketing and advertising during times of recession enables the business to recover quickly and increase their market share (Cruz, 2020).

1.2 Amazon.com

E-commerce has become the preferred shopping channel for many consumers due to the reach and availability of information given by the Internet. Nevertheless, due to Covid-19 Pandemic, that has not been given another choice but to go online.

E-commerce is described as "the activities related to the purchasing and selling of goods and services through the internet," allowing consumers to purchase things without leaving their homes (D'Agostino and Clark, 2018).

Consumers now expect their favourite brands and businesses to sell their products online, making e-commerce an increasingly common retail channel for product selection. Therefore, companies should consider various strategies in the modern competitive market because of the critical role that digital marketing plays in successful internet-based sales and the efforts they make to maximize profits (Sett et al., 2020).

The use of cell phone devices significantly increased internet usage, and individuals all over the world began engaging with one another more readily through social media. Many individuals already utilise digital media for various activities, such as communicating with family and friends, finding services and places, evaluating items, selling and purchasing commodities, and so on (Kulkarni et al., 2020).

Commercial firms' ultimate objective in today's competitive environment is to grow their sales and market share. Therefore, brands must develop the most effective marketing methods in order to sell more things. Marketing strategies are policies used by businesses and marketers to meet consumers' expectations by providing relevant products and services at a reasonable cost (Forghani et al., 2021).

Even though Amazon is known as the "Biggest everything store," the company has changed a lot over time to become the largest online retailer in the world.

Jeff Bezos is the company's founder and CEO. In the early 1990s, he came up with ideas that eventually led to Amazon's creation. According to D'Agostino and Clark (2018), while Bezos was researching the Internet for D.E Shaw & Co., a global investment and technology development company, he discovered that books would be the ideal product to sell online because books distribution already maintained an electronic list of their books online.

Online retail, computing services, consumer electronics, digital content, and other local services like daily deals and groceries are all offered by Amazon.com, an international e-commerce company. With close to 470 Billion Dollars in net sales in 2021. These positions Amazon.com as the leading e-retailer in the United States.

Most of the company's income comes from e-commerce sales of electronics and other items, followed by third-party seller revenue, subscriptions, and cloud services. Amazon has regarded as one of the most valuable brands in the world due to its global breadth and reach (Coppola, 2022).

Amazon acts as a global marketplace for both first- and third-party vendors. The former are suppliers that sell products straight to Amazon, who then resells them to end users. Current customers consider Amazon Prime one of the primary benefits of shopping online. Amazon Prime is a yearly subscription service that offers discounted rates on one-day shipping and free one-day delivery. Prime members typically have higher levels of contentment with Amazon's delivery policies and reduced prices due to these exclusive services (Coppola, 2022).

Although Amazon offers grocery delivery in a number of markets, most of its retail sales are from a non-food product category. Over half of the market's global sales are made up of fashion and electrical goods, and fashion and apparel items are expected to grow the fastest in the coming years. This would assist small and medium-sized businesses that sell on Amazon since over 20 percent of them sold apparel, shoes, and jewelry on the platform in 2021 (Coppola, 2021).

The proportion of direct traffic to Amazon surpasses that of other web traffic sources due to its overwhelming popularity. Worldwide, the e-commerce platform receives 2.5 Billion monthly visits, with a peak of 2.9 Billion during the holiday season. In addition, Amazon has evolved into a product search engine due to its seemingly limitless product selection (Coppola, 2022).

Nowadays, organisations prefer digital marketing over conventional marketing for building connections with consumers; in this instance, they obtain feedback on customer behaviour and reactions in order to make better decisions for the best improvement of their products or services. In this manner, customers can access information about all products or services on the market and may compare these items or services using accessible data (Bajrani et al., 2022).

Amazon's advertising business has tripled in the past three years and will be nearly eight times as big as Snapchat's in 2021. However, the company's growth is strongly tied to its add ecosystem in the marketplace. As a result, revenue opportunities may be limited in the future if third-party seller services experience a slowdown in growth.

Even though all formats are declining, conventional (non-digital) segments will still account for 30 percent of total ad expenditure in 2021. TV advertising, for example, continues to account for a significant portion of income digital players could absorb.

In 2021, Amazon.com launched Freevee, a free, ad-supported streaming channel. Known initially as IMDb TV in the USA, Freevee was introduced in the United Kingdom and Germany and the second and third countries in the globe. Classic programs, movies, and in-house projects are available on Freevee. As with linear TV, commercial breaks interrupt the programming.

Amazon is not only giving customers a free opportunity alongside prime video with this strategy but also eating into the ecosystem of linear TV ad spend. The e-commerce market is expanding at the same rate that it is changing. The emergence of an ecosystem that lenses friction throughout the value chain is one outcome of rapid innovation in this sector (Statista, 2022).

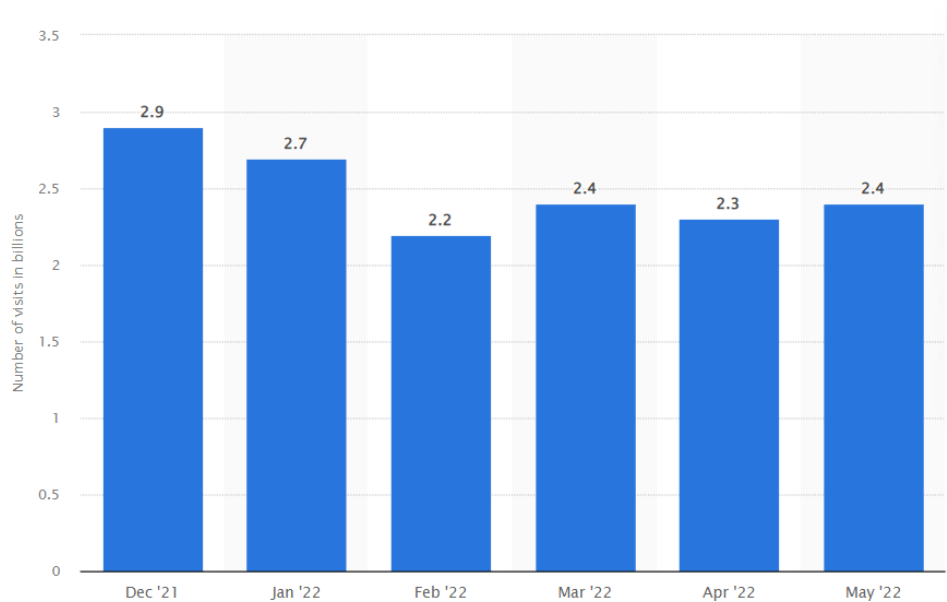
Blockchain, artificial intelligence, augmented and virtual reality, cryptocurrency payment platforms, and 5G are making consumer shopping an increasingly seamless experience in the metaverse as the line between the physical and digital worlds continues to blur.

Digital marketers use digital channels like social media, e-mail marketing, online marketing, and mobile marketing to reach their target market with their products. For example, social media marketing is a new method of marketing that allows businesses to easily target their target customers to promote and generate revenue from these conversations.

Businesses use these marketing channels for advertising their firm and its products or services. Putting analytical software on official social networking sites creates a more helpful overview. Marketers recognise that leveraging social media is a component of their plans and campaigns to target customers and offer them a voice. This marketing is a subset of web-based internet marketing activities and advertising campaigns.

Social media sites, including LinkedIn, Facebook, Twitter, and YouTube, allow marketers and customers to engage in discussions and make product and service purchases (Bajrani et al., 2022). Because social media has evolved into a user-centered environment where customers obtain information, engage with other consumers, and express their opinion, businesses are attempting to sell their products even though some are considered undesirable from the consumer's point of view. As a result, in order to survive in the competitive internet market, firms must work hard to build favourable brand equity.

Worldwide visits to Amazon.com From December 2021 to May 2022:



(Source: Statista, 2022).

1.3 Consumer behaviour post Covid-19

The buying process for customers changed as more people used the Internet. Instead of consulting a salesperson, they started looking at products online and selecting them, creating significant business obstacles. Due to these issues, companies and marketing managers discovered digital solutions to expand their market. Resulting in significant challenges for businesses as a result of these issues, marketing managers and businesses discovered the digital solution to expanding their market.

The Covid-19 pandemic reshaped consumer behaviour in 2020. To slow the spread of the virus, many governments-imposed lockdowns, quarantines, and other restrictions. Consumers began shifting from physical stores, increasing online purchases' budget, volume, and frequency.

According to Todd (2021), the tremendous growth of e-commerce has a profound effect on consumers' shopping behaviour and is increasing sales, shifting to electronic channels, and expanding internationally. As a result, global retail e-commerce is expected to account for 16.1% of global retail sales in 2020, or \$4,206 billion, up from 14.1% or 3,535 billion in 2019 and to reach 22% or \$6,542 billion by 2023. (Statista, 2020a).

According to the report, "Digital shoppers have become more comfortable with the idea of buying from retailers and manufacturers abroad," the cross-border e-commerce share of e-commerce sales is expected to rise from 15% to 22% (Statista, 2019, p. 6).

According to Statista (2020b), cross-border sales are primarily driven by technological advancements, online marketplaces, internationalization of e-commerce, and choice diversity.

Consumers consider a certain level of risk before making a purchase online, despite the availability of options and flexibility offered by online shopping, both domestically and internationally (Akar & Nasir, 2015; 2013, Forbes and Vespoli; Safari and other, 2013; Zhang and Liu, 2011).

Moreover, people can easily consume a wide range of convenient services via network and mobile technologies that provide Internet access. Using these technologies, customers can also reserve or use specific services in their desired spaces.

Several previous studies have attempted to identify the online and mobile environments in which business owners should preferentially provide services to ensure their businesses' success in light of this trend (Wong and Hsu, 2008; Scott, 2015).

Online and mobile reviews about the service significantly influence a customer's decision to purchase, maintain, or employ a service (Ngai and Gunasekaran, 2007; Stringam and Gerdes, 2010).

To put it another way, when deciding whether or not to purchase or use a particular service, customers sometimes look at the comments left by other customers in online reviews because they have already used the service.

In other words, "Customer Behavior" is "the behaviour that customers meet in their search, acquisition, use, evaluation, and use of the goods, services, and ideas they expect to meet their needs." A "customer" is an individual or an organisation who purchases goods or services for personal use or the use of another person. Consumption is not only an economic behaviour but also a social one.

Customer behaviour was defined as follows by Solomon (2010): The process by which people choose to buy or use service products, ideas, or experiences to meet their needs and wants is known as customer behaviour.

This broad statement refers to the first and most important factor in purchasing a specific product or service. Therefore, in-store customer behaviour studies typically focus on identifying customers and their purchasing habits (Shin, 2014).

In addition, previous research (Kim et al., 2008) has shown that many customers, regardless of whether or not they decide to purchase a particular service, consider the comments left by other customers in online reviews to be trustworthy and reliable sources of information. (2008). The perceptions and emotions that service users have developed as a result of using the service are also included in online review comments (Park et al., 2013a; Park, 2019).

Understanding customer behaviour is critical to the success of digital marketing, based on their use of the Internet and online socialising tools (Janathanan & Nizar, 2018). In addition, marketers must understand the value of information derived from others in digital environments.

Customers' perceptions are influenced by various information and social elements received through digital marketing in the form of reviews or comments (Sharma et al., 2021). Therefore, if a company can identify factors influencing online customer behaviour in digital marketing, it can help to design appropriate Technology for this emerging class of customers, who can become a powerful buying group depending on the size of their cohort (Kim & Ammeter, 2018).

In terms of global spread, casualties, economic impact, and negative impact on public health, COVID-19 was the worst pandemic in human history. Few studies have evaluated customer behaviour using the protection motivation variables in the context of the current COVID-19

pandemic. Laato et al. (2020) looked at self-efficacy and perceived severity as factors that preceded the intention to make unusual purchases.

The economic impact poses significant risks to industries, particularly those that are unable to adapt to digital platforms (Sharma et al., 2021). Moreover, compared to previous pandemics, where the economic impact was more localised, the current pandemic's economic shock has been observed across all sectors and has long-term consequences (Sharma et al., 2021).

During the current pandemic, self-interest-based purchasing decisions, such as panic buying, have been identified as a significant phenomenon (Laato et al., 2020); customers continue to act in a charitable manner that demonstrates their concern for society and the environment (Sharma et al., 2021).

A recent study by Sharma et al. (2021) suggested that the COVID-19 pandemic's local emphasis encouraged individuals to base decisions on a sense of belonging to the local community. They also pointed out that shifting patterns include preferences for local shopping and contributing to the well-being of society (Sharma et al., 2021).

Covid-19 has impacted the resilience of global supply chains, resulting in numerous disruptions, such as product shortages (Verbeke, 2020). According to Pantano et al. (2020), most shortages resulted from consumers buying products in large quantities to build stockpiles because they felt threatened and insecure.

Stockpiling is a rational or emotional consumer response to product scarcity (Micalizzi et al., 2021) involving large consumer purchases (Dahlén and Lange, 2002).

In addition, during the COVID-19 pandemic, consumers engage in conscious consumption by limiting food waste, shopping more cost-effectively, and selecting products that are better for the environment (Accenture, 2020). As a result, Sharma et al. (2021) predicted that consumer culture would reorient itself toward environmental and social justice following the pandemic.

Benjamin et al. (2020) pushed the political and social system to develop long-lasting and fair programs to meet customers' changing needs during and after the pandemic. Furthermore, it has been demonstrated that the COVID-19 pandemic has exacerbated recent shifts in consumer environmental attitudes.

According to Kotler (2020), consumers may "become more conscious of the fragility of the planet, of air and water pollution, of water shortages, and other problems...citizens will re-examine what they consume, how much they consume..." as a result of the health, economic, and social trauma caused by COVID-19.

Most customers have moved online during and after the crisis and spend more time online. Every marketing strategy places the customer first. This pandemic has also altered businesses' digital marketing strategies to connect with customers.

People's social, economic, and personal lives have been profoundly altered as a result of digitalization. These shifts have impacted the economy as a whole and society as a whole. In this manner, organizations needed to embrace various procedures to reach their clients since conventional techniques were unsuccessful. In the case of marketing, businesses were required to incorporate digital marketing alongside traditional marketing (i.e., to advertise their goods and services online).

Digital marketing is communicating with customers and enabling them to purchase products via electronic channels such as the Internet, social media sites, e-mail, and SMS. From the standpoint of a marketer, digital marketing has the significant advantage of being able to be monitored directly in real-time, and approaches can be tailored accordingly (Blythe and Martin, 2019).

Practice demonstrates that the relationship between digital marketing and consumer purchasing decisions demonstrates the impact of digital marketing on advertising attitudes, purchasing intentions, and brand attitudes. However, it is a facilitator with a mediating effect rather than a decision-making factor for purchase. In addition, individuals' opinions about specific products or services can now be shared with the rest of the Internet community through digital marketing (Bajrani et al., 2022).

As a result, while traditional marketing relies on advertisements or recommendations to convince consumers to make a purchase, digital marketing can significantly impact people making purchases based on online feedback and comments.

Researchers across industries agree on the critical importance of consumer engagement in achieving beneficial outcomes such as customer satisfaction, loyalty, and brand usage (Obilo et al., 2021).

Compared to disengaged consumers, engaged consumers are more likely to practice behavioral (purchasing) loyalty and be brand advocates; thus, brands are committed to building consumer engagement in the hopes of achieving customer satisfaction (Ozuem and Willis, 2022).

Customers' positive emotions toward a product, service, or experience are measured by customer satisfaction, which can be determined by observing how customers interact with a brand through online brand communities (Ozuem and Willis, 2022).

Customers can shop on their own time, rather than being constrained by store closing times and time constraints. A trip to the mall necessitates not only preparation but also considerable time. Online shopping allows a customer to complete a transaction almost instantly. E-commerce also provides consumers with an almost infinite number of product options, allowing them to find the lowest-priced products as well as make seamless product comparisons (D'Agostino and Clark, 2018).

Overall, the majority of the real power on the Internet is held by the consumer. Eight out of ten millennials never buy anything without first reading a review, and online virtual communities formed through chatrooms, forums, and review websites have replaced some information sources, such as mailers and salespeople (Williams, 2018).

Customers increasingly prefer to make purchases through digital devices rather than going to physical stores because of the efficiency and integration of digital platforms. In addition, digital platforms are also regarded as a convenient communication channel by marketers to promote products and services to a target market through a computer or the Internet (Bajrani et al., 2022).

People are increasingly turning to online shopping rather than going to local stores. This has necessitated small and large businesses' adoption and mastery of digital marketing and advertising techniques (Ravindran, 2021). In addition, following the pandemic, consumers have begun to make more informed decisions.

In addition, it is suggested that customers consider the suggestions and actions of others and base their decisions on those suggestions and actions.

This suggests that understanding and being aware of what other people are doing plays a significant role in the financial decisions that consumers and businesses make.

This could impact how they buy and sell products online, so it is essential to study how e-commerce affects social media marketing after Covid-19.

1.4 How Amazon.com adapt their digital marketing strategy to create brand equity post Covid-19

A new marketing environment has emerged due to the increased Internet use for marketing purposes. Real-time negotiations between businesses have become more feasible due to the increased speed with which information moves within companies, particularly those that operate globally. Because consumers can now buy goods from anywhere in the world and have them shipped to them or, in the case of computer software and apps, download them, the rapid growth of online shopping means that global competition has reached levels that have never been seen before. This is especially true for small businesses, which up until relatively recently, were unable to access global markets.

Many of these businesses use the Internet to improve collaboration with other businesses and provide customers with more value (Bell & Loane 2010). For example, virtual shoppers can view high-quality images of products, vacation destinations, and even restaurant food before making a purchase.

When we talk about digital marketing, we're referring to the process of promoting your business online through a variety of channels. Moreover, through these channels, you will make your buyer aware of what you are selling. Your website, search engines, social media, online video, and paid ads are all examples of common digital channels. In their daily lives, your customer will come into contact with various digital channels (Batesole, 2022).

Marketing is both an art and a science at the same time. Additionally, the digital aspect of marketing permits us to become highly scientific. Digital marketing is extremely effective due to the near-instant accessibility of data. The majority of your online activities are tracked. You can make accurate predictions about people's behaviour, interests, and what they are looking for and collect enough data points. The simplest definition of the market is simply convincing someone to take action. Persuasion will be more successful with more data, and the better we use it (Batesole, 2022).

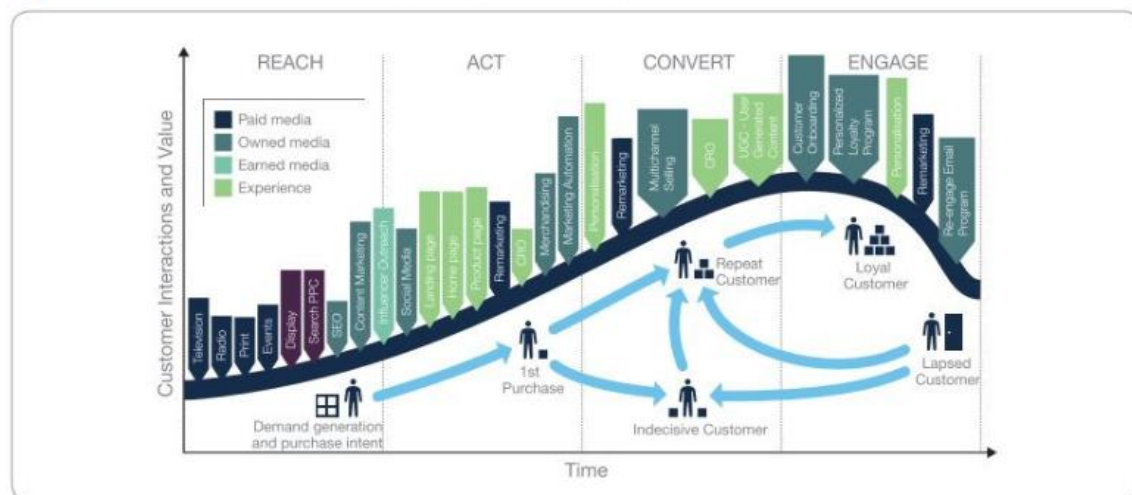
Marketers have also discovered an unexpected opportunity in pay-per-click (PPC) advertising in the coronavirus era, as the amount of advertising on popular channels such as Facebook

Ads and Google Ads has decreased. This means that the advertiser's cost-per-click (CPC) is lower (Cruz, 2020).

Through carefully planned strategies, additional traffic can be obtained for products in high demand; discounts and special deals will help improve the brand's image for products that have lost popularity. For example, Zoom increased the number of its free videoconferencing services shortly after the pandemic began, increasing its market share (Cruz, 2020).

This entails maintaining close relationships with your existing customers via social media networks, ensuring that people are aware of your brand, and creating a friendly image by engaging with your followers. You can accomplish this by posting regularly and with exciting content, listening to others, and responding to their comments (Cruz, 2020).

Figure 1.1 Customer lifecycle marketing touchpoint summary for a retailer



Source: Smart Insights (2017)

Amazon is one of the most powerful corporations in the world today. Amazon.com's convenience and the hot new products that Amazon is developing have propelled Amazon to the top of the list of successful and innovative businesses.

Amazon's Variety of Market Segments. As a company centred on its customers, Amazon has no boundaries regarding the next market segment it will enter. The company, worth a multibillion-dollar sum, operates in a wide range of subsectors, enabling it to compete with various businesses in various subsectors.

Amazon not only listens to but also understands its customers. Amazon analyses what customers have wanted in the past, what they want now, and what they will want in the future. Amazon's reliance on the customer-obsession leadership principle has enabled it to succeed in a wide range of business segments (Rivet, 2017).

Following this unprecedented boom, eCommerce has reached a tipping point. Globally dramatic developments, such as the Russia-Ukraine war, inflation, and supply chain shocks, point to a global recession and have slowed the performance of many major players. Earnings for 2022 are increasingly falling short of expectations.

The costs of downsizing human resources, redirecting advertising budgets, and optimising inventory costs are becoming apparent, and eCommerce companies cannot hide them.

Companies must build resilience in order to survive the downturn and thrive in the next cycle. eCommerce can only reimagine the path to high profitability by leveraging certain aspects of frictionless commerce and adopting new developments such as social commerce and the metaverse.

The global growth slowdown has been exacerbated by Russia's invasion of Ukraine and its effects on commodity markets, supply chains, inflation, and financial conditions. In addition, countries seeking a higher degree of self-reliance and businesses rebalancing supply chains will likely exacerbate existing deglobalization pressures. This year, suppliers have experienced significant delivery delays due to supply chain shocks, which are the primary causes of congestion in global trade.

Consumers will notice this most when purchasing durable goods but less when purchasing services and staples. They will generally see their budgets cut short due to rising costs for food and fuel, which will obstruct other expenditures.

Unemployment-related income reductions add another layer of stress. eCommerce businesses face significant challenges in light of these developments, for which perhaps not everyone was prepared after the pandemic's golden years.

1.5. Research methodology and methods

Methodology

According to Bryman and Bell (2011), research techniques are methods used to gather data, analyse data, and interpret results to make research discoveries. A review can be carried out using a variety of investigation methods. An appropriate examination is dependent on a good structure, and an exploration plan is a directing structure. It helps differentiate between the primary focus of the investigation and the review's overall procedure.

Furthermore, the nature of this research is the exploratory approach and social science.

In contrast, Brown (2006) argues that "Methodology is the philosophical framework within which the research is conducted or the foundation upon which the research is based."

O'Leary (2004, p.85) introduces another viewpoint, which depicts strategy as the structure related to a specific arrangement of paradigmatic suppositions that we will use to guide our exploration. Furthermore, Allan and Randy (2005) assert that when directing an exploration strategy, the following two criteria must be met:

In the first instance, the right methodology must be used to achieve the research objectives; Second, the methodology should be made replicable in other research of the same nature.

Methods

"Mixed methods research is an inquiry approach that combines qualitative and quantitative forms of research. It involves philosophical assumptions, using qualitative and quantitative approaches, and mixing both approaches in a study." (Creswell, 2003, . 212).

To solve or answer an examination issue or question and gather information to obtain data, two basic exploration techniques can be used: quantitative and subjective examination (Ghauri and Grnhaug, 2005, p.109).

In this paper, an abductive approach was used. The purpose of this exploratory research was met by using a combination of qualitative and quantitative methods.

The collection and examination of information that is presented in factual structures, such as numbers, is part of the quantitative examination. However, the significance of the quantitative examination method lies in the fact that the results are actually tested, such as speculation testing, preventing analysts from using their judgment to interpret the results.

This report follows an academic format and looks for new data collection methods as well as primary and secondary sources.

It has been utilized as a quantitative and subjective component of the investigation strategy as an organized poll overview to provide details about the topic of inquiry.

Additionally, a chart illustration representation is included in each overview question.

1.6 Data collection and analysis

Data Collection

To better understand consumer attitudes toward digital marketing, the author created an online questionnaire and invited people to participate by sharing a link on Facebook, Instagram, WhatsApp, and Yahoo. Individuals over the age of 18 were targeted as social media users.

According to McClelland (1994, p. 22), a survey questionnaire can provide relevant and accurate data through careful design, testing, and careful administration.

The questions were written in English, and participation was voluntary. All 100 people who took part in the survey were over 18 and were a mix of men and women who lived and worked in the UK. Figures 4 and 5 of the Appendix contain consent and ethical approval forms.

The analyst planned the poll-based study utilizing the "SurveyMonkey" web application to examine the overview information.

Qualitative and quantitative research methods are the most commonly used by researchers. However, according to Creswell (2003), the mixed method strategy is little known among researchers, even though it was founded in 1959 by Campbell and Fisk. Over time, mixed methods research evolved by combining methods from the same research approach, such as interviews and focus groups, and qualitative methods, and continued to improve by combining different methods, approaches, and philosophies.

The distinctions between mixed-method research and multi-method research were demonstrated by Tashakkori and Teddlie (2003). They made a distinction between them by describing the goal of each strategy. According to Easterby-Smith (2018), conducting mixed methods research necessitates a comprehensive comprehension of both qualitative and quantitative mixed methods.

Surveys are a type of interview; however, in studies that primarily collect qualitative data, surveys with questionnaires are frequently used to supplement the qualitative data collected by other methods (Yin 2018). Furthermore, Saunders et al. (2007) state that in mixed methods studies, after gathering in-depth qualitative data through other qualitative methods in the first phase of the study, the study can have a second data collection phase where the survey would be a beneficial method.

In such studies, however, the survey is carried out to determine whether the information gathered by the other qualitative methods can be generalised to a specific predefined population. Furthermore, when compared to other data collection methods, a questionnaire survey is recognised as a time-efficient method of data collection, and the data generated by surveys is easily administrated (Yin, 2014).

However, the weakness of the questionnaire survey is that the respondent rate is typically low and requires effort to motivate the targeted participants to respond to the survey, not to mention that surveys frequently provide participants with limited flexibility in expressing their opinions.

"SurveyMonkey" was conveyed utilizing "The Web Link Collector." It is the quickest and most adaptable method for conveying the study and gathering responses. The short survey link generated by the "SurveyMonkey" (<https://www.surveymonkey.co.uk/r/NCPSRNH>) was posted on Facebook, Instagram, WhatsApp, and Yahoo.

SurveyMonkey is an excellent tool for data collection because it provides information security and enables professionals to create a reliable data source.

"SurveyMonkey.com is a web-based outline instrument that enables people of all experience levels to make their audits quickly and accurately," write Lehman and DuFrene (2010, p. 346). It is additionally a reliable source because the encouraging survey's association can be successfully shared through web-based diversions like Facebook and Instagram. Furthermore, the basic options are free, so a study considering various requests can be quickly developed.

The questionnaire was distributed via e-mail, requesting detailed responses within a week. The first section included questions about the respondents' profile and earning status. The second section included questions about the factors influencing consumers' changing lifestyles in the aftermath of COVID-19.

Ethical considerations

Various ethical issues that may arise while conducting research are critical for researchers to focus on throughout the entire research process (Easterby-Smith, 2018).

Treviño and Nelson (1999, p. 12) have a good definition that underlines this view, and they defined ethics as: 'the principles, norms, and standards of conduct governing an individual or group'.

Because this study is concerned with human subjects, it was necessary to pay close attention to ethical values. Therefore, all of the surveyed participants were over 18, with a mix of 100 males and females living and working in the United Kingdom at the time of the questionnaire (Figure 10).

The Appendix contains consent and ethical approval forms (Figures 4 and 5). Furthermore, based on the literature review and CIPD 2022, a framework (see fig.9) has been developed to aid in the process of ethical decision-making.

It will be guaranteed that their information will remain private. Furthermore, while writing this review, it will be ensured that counterfeiting is avoided. It will be accomplished by properly summarising the audited text and utilising legitimate in-text references as well as references to give credit to the original author (Collis and Hussey, 2009).

The chosen research topic is not sensitive, so the members will guarantee they will not encounter any problems by participating in the examination.

According to Bell and Bryman (2007) and Easterby-Smith (2018), the following were the ethical considerations in this study:

- Making sure that no kind of harm can touch the participants;
- The participants' dignity and point of view are respected;
- The participants agree on participating voluntarily;
- The participants' privacy is protected;
- The provided data are confidential and used for research purposes only;
- The participant's identity will stay anonymous.

Data Analysis

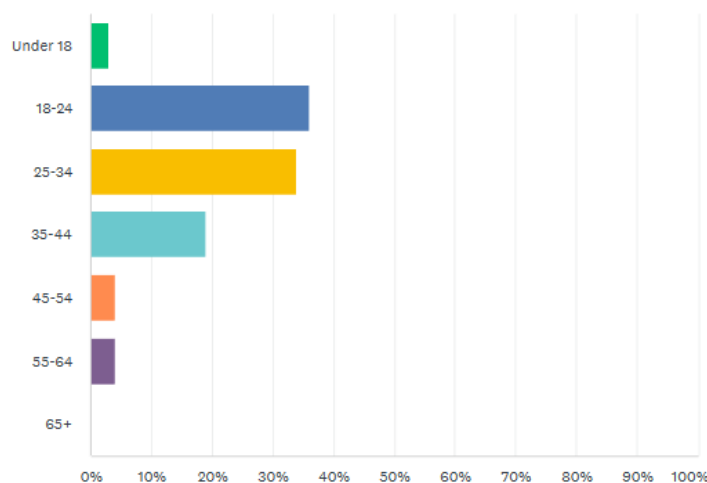
The COVID-19 pandemic has established a new standard of living and presented the world with challenges previously unheard of. As a result, most nations declared a lockdown to stop the virus from spreading, which led to unemployment, uncertainty, and an economic downturn.

Individual and family incomes and spending patterns have been significantly affected by COVID-19. However, their occupation, employment status, and socio-demographic background varied the severity of these financial difficulties (Witteveen, 2020).

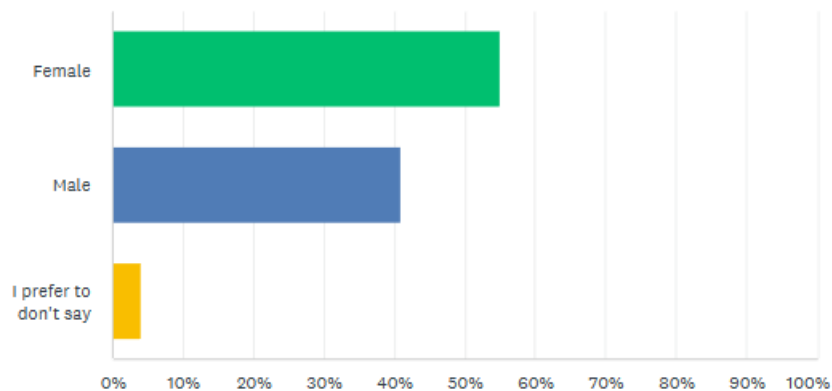
Furthermore, everything shown through newspapers, electronic media, and social media shows the obstacles consumers encounter due to COVID-19, such as lower pay, job losses, health issues, an increase in demand for health and hygiene goods, and so on.

There are considered all of these factors and developed an open-ended questionnaire in the initial phase to better understand the many obstacles' customers encountered and their influence on influencing consumer behaviour.

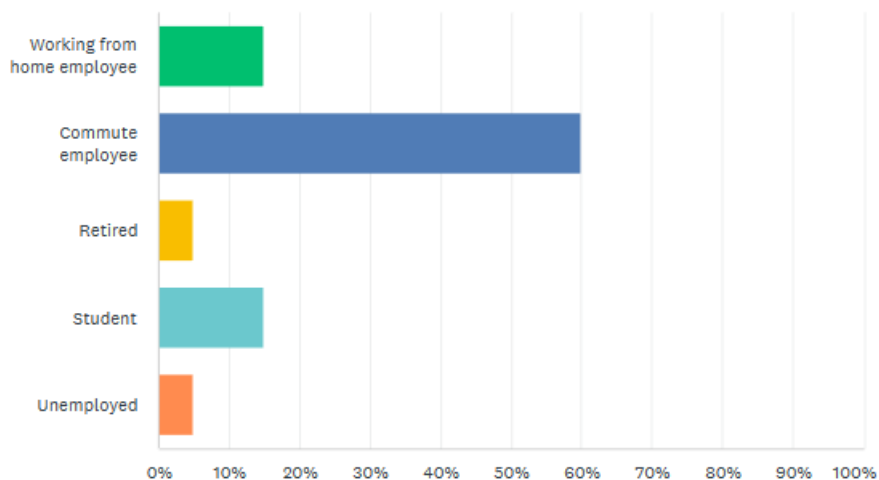
The research was designed mostly for UK residents living in the UK. Participation was voluntary, and the questions were designed in English. The 100 participants ranged from above 18 years old, 25-34 years old to above 55 years old. A detailed results of the Survey are found in the Appendix (Figure 11).



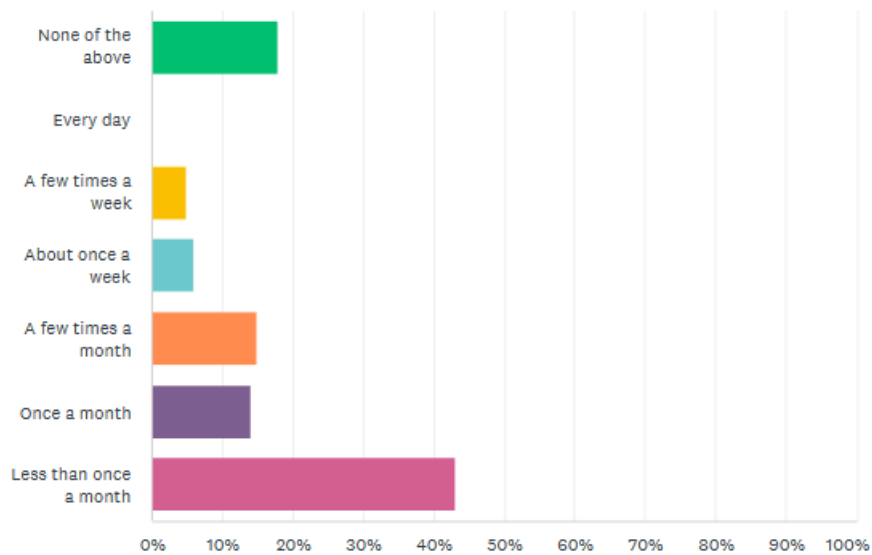
In the survey, the participants were in a total of 100, which 41% are male, and 55% were females, and 4% preferred to don't say them gender.



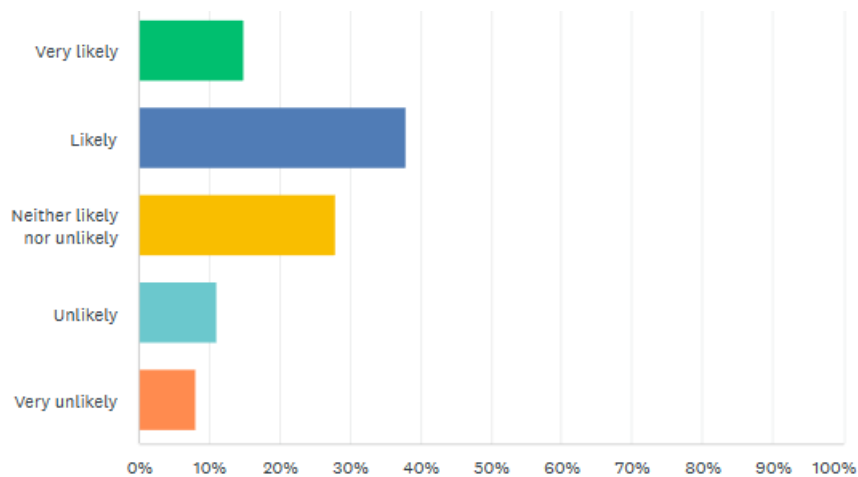
Question 3 was about employment status were from the 100 participants in the survey, the majority of the respondents were commute employees with a percentage of 60%, then with 15% were workers who currently are working from home and with the same percentage were for students, namely 15%.



From all 100 participants, just 58% affirm that they are following the current Amazon products but when comes to purchase from Amazon there was 43% of the participants who will purchase from Amazon but in less than once a month, as the below graphic reveal.

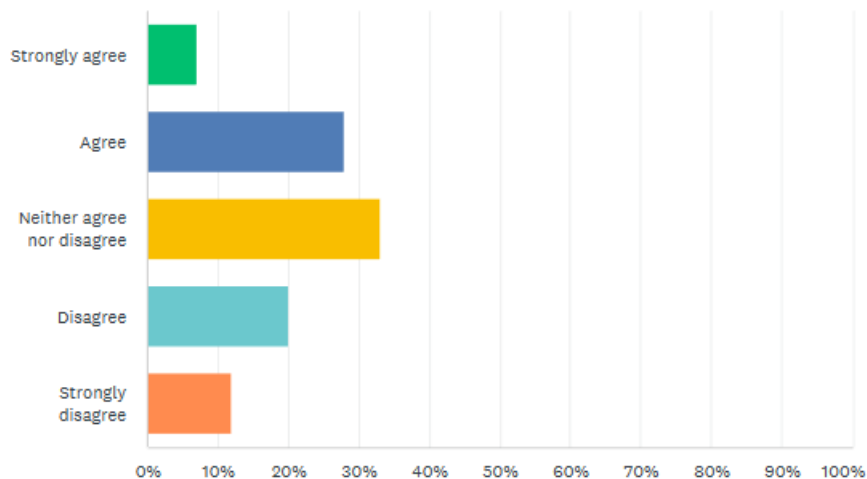


Overall, there is a positive respond with regards that the Covid-19 was affected the purchasing behaviour. Moreover, how the results from the questionnaire show, there a is 38% of the respondents that were responded that Covid-19 impacted them shopping style. Also, there was a 28% of respondents that were confirming that the pandemic was impartial for them buying style.

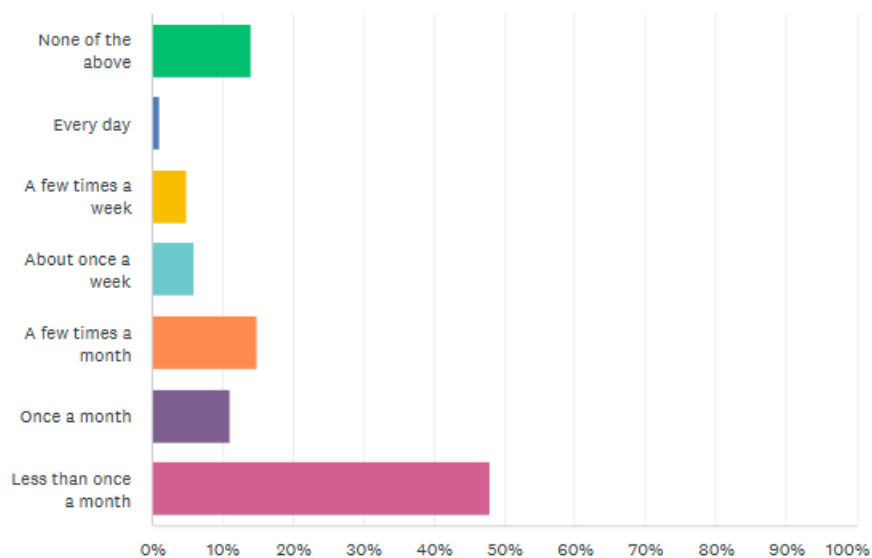


The participants in the survey “Amazon.com and consumer behaviour Post Covid-19” respond with: Strongly agree 7%, Agree 28%, Neither agree nor disagree 33%, Disagree 20% and Strongly disagree 12%. Which denote that Covid-19 was impartial for them decision to buy with Amazon.com.

The differences are presented in the below graphic:



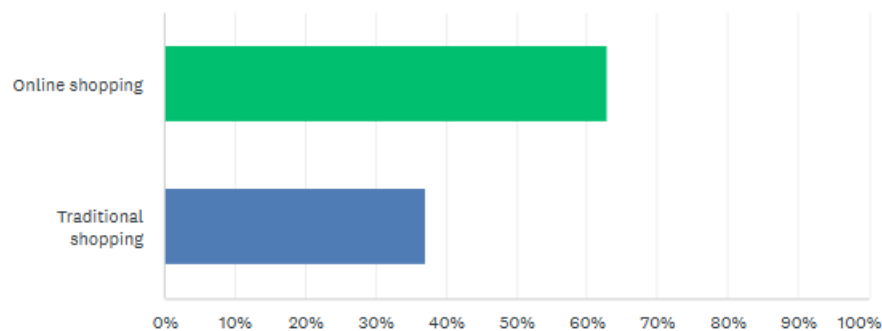
With regards post Covid-19 shopping style from Amazon.com the participants answered to the question number 8 with 48% they will purchase items from Amazon post Covid-19 in less than once per month and 14% were impartial to this question.



With regards the activities post Covid-19 there was almost half of the participants who respond positively for the online learning post Covid-19 with 49% and 40% of them were for online shopping. The rest of the participants were confirming that they spend less time on the news with a percentage of 26, and some of them respond that they spent the same time as before on the news with 42%.

In the last question the respondents were asked if they prefer online shopping or traditional shopping post Covid-19 and the majority with a percentage of 63 responded that they prefer the online shopping post Covid-19. Regarding the traditional shopping just 37% from the 100 participants respond that they prefer the traditional shopping over the online shopping.

The difference is offered visually in the below chart:



Conclusion

According to the conclusions of this study, the Covid-19 epidemic has disrupted and transformed the way we purchase online, as well as created drives for technological adoption.

Digital marketers should use Covid-19 to evaluate their previous practices because every challenge is a learning opportunity from which we can improve our abilities. This way, we can benefit from the disruption and usher in a new era of improved innovation.

Consumer expectations have shifted as a result of Covid-19. They do not want to see marketers persuade consumers to buy something that does not provide value. Brands are recognising this and applying it to their strategy.

After tasting the digital marketing fruit and seeing its potential, businesses will continue investing in a tech ecosystem to keep the momentum going. The future is Technology, and now is the moment to be part of the digital marketing revolution.

As a result of the Covid-19 outbreak, e-commerce has risen dramatically, with many individuals continuing to buy online. Businesses have reported considerable growth in their online client base since the outbreak began, with locations with high conversion rates continuing to expand.

Cognitive responses to the Covid-19 pandemic, such as fear and hope, may be the source of this sudden aversion to shopping in the store. Consumers who experience high levels of fear and perceive the situation to be very threatening will stay at home and shop online as they cognitively assess the threat and their behaviour.

Amazon become the powerhouse firm that it is today's a result of a corporation focused on the client. CEO Jeff Bezos has established a framework inside the corporation that encourages innovation. In addition, Bezos's leadership principles provide rules and expectations for workers to follow and strive for.

His vision of long-term prosperity for shareholders and his belief in optimising dollar-free cash flows are other contributing factors to the company's enormous success. In addition, because of Amazon's commitment to remaining "customer-oriented," the corporation has been able to disrupt a wide range of business sectors.

According to research, firms that rely on internet marketing to reach their clients have earned a competitive advantage.

Furthermore, there is a clear parallel between traditional and digital marketing, such as advertising, sale promotion, and personal selling.

Fortunately, the digitalization of marketing can help businesses build a strong image presence through web-based entertainment, making companies relevant because more people were staying in front of screens despite the terrible pandemic environment that was overcome.

Recommendation

Taking all into consideration, I personally recommend more research for this topic.

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Appendix

Figure 1.

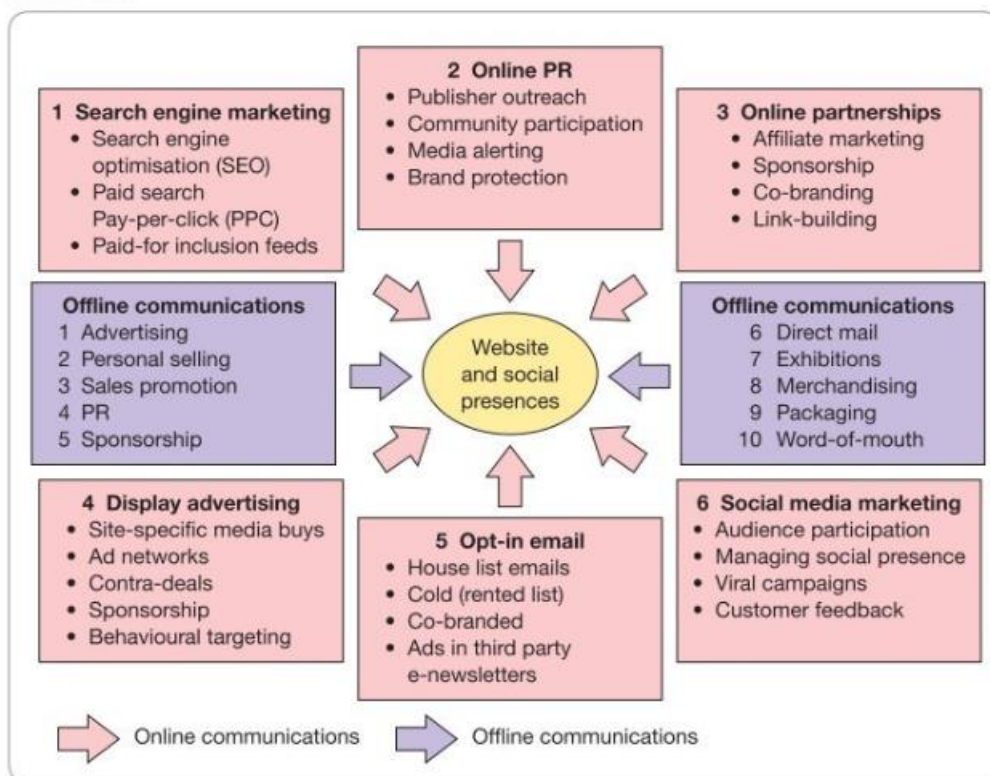
Table 1. Digital marketing definition: systematic literature review

Author	Year	Definition
AMA ²	2019	"Digital marketing is the use of digital or social channels to promote a brand or reach consumers. This kind of marketing can be executed on the internet, social media, search engines, mobile devices and other channels".
Chaffey and Ellis-Chadwick	2019	Digital marketing refers to "achieving marketing objectives through applying digital technologies and media".
Kannan and Li	2017	Digital marketing refers to "an adaptive, technology-enabled process by which firms collaborate with customers and partners to jointly create, communicate, deliver, and sustain value for all stakeholders".
Chaffey, Ellis-Chadwick, Mayer and Johnston	2009	"Digital marketing involves applying digital technologies which form online channels to market to achieve following objectives: support marketing activities aimed at achieving profitable acquisition and retention of customers within a multichannel buying process and customer lifestyle".

Source: Own elaboration

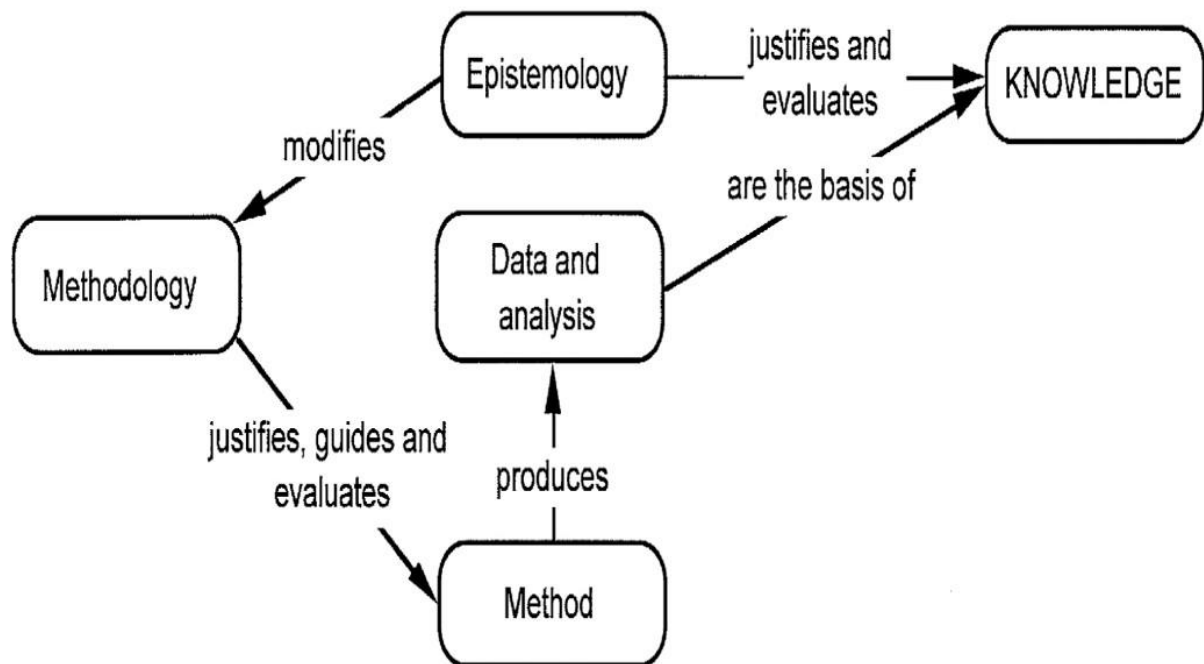
Figure 2.

Figure 1.10 Six categories of digital communications tools or media channels



Source: Chaffey and Smith (2017)

Figure 3. Methodology



(Source: Carter and Little, 2007).

Figure 4. Consent Form

Participation Consent Form



PRIFYSGOL CYMRU
Y Drindod Dewi Sant
UNIVERSITY OF WALES
Trinity Saint David

University of Wales Trinity Saint David (London Campus)
Winchester House
11 Cranmer Road
London – SW9 6EJ
Tel: +442075667600
Email: info.london@uwtsd.ac.uk
londonstudentservice@uwtsd.ac.uk

Rhif Adnabod Cyfranogwr:

Participant Identification Number:

FFURFLEN GANIATÂD CYFRANOGIAD	PARTICIPATION CONSENT FORM
Teitl Y Prosiect: / Project Title:	
Enw'r Ymchwilydd / Name of Researcher:	

1	I confirm that I have read and understand the information sheet dated _____ for the above study. I have had the opportunity to consider the information, ask questions and have had these answered satisfactorily.	
2	I understand that my participation is voluntary and that I am free to withdraw at any time, without giving any reason.	
3	I understand that any information given by me may be used in future reports, articles or presentations by the research team.	
4	I understand that my name will not appear in any reports, articles or presentations.	
5	I agree to take part in the above study.	

Name of Participant		Signature
Researcher		Signature

You may decline to participate in this study. You may end your participation in this study at any time. If you decide to remain anonymous, maintaining your anonymity will be a priority and every

practical precaution will be taken to disguise your identity. If you prefer anonymity, there will not be any identifying information on audiotapes or transcripts of this or any interview. No one will hear any audiotapes or see any transcripts without your prior consent. All materials generated from this or any interview will remain confidential.

When completed please return in the envelope provided. One copy will be given to you and the original to be kept on the file of the research team at:

NAME & ADDRESS OF RESEARCHER

University of Wales Trinity Saint David (London Campus)

Winchester House

11 Cranmer Road

London – SW9 6EJ

Tel: +442075667600

Email: info.london@uwtsd.ac.uk

→ londonstudentservice@uwtsd.ac.uk

Figure 5. Application Form for Ethical Approval

APPLICATION FOR ETHICAL APPROVAL

In order for research to result in benefit and minimise risk of harm, it must be conducted ethically. A researcher may not be covered by the University's insurance if ethical approval has not been obtained prior to commencement.

The University follows the OECD Frascati manual definition of research activity: "creative work undertaken on a systematic basis in order to increase the stock of knowledge, including knowledge of man, culture and society, and the use of this stock of knowledge to devise new applications". As such this covers activities undertaken by members of staff, postgraduate research students, and both taught postgraduate and undergraduate students working on dissertations/projects.

The individual undertaking the research activity is known as the "principal researcher".

Ethical approval is not required for routine audits, performance reviews, quality assurance studies, testing within normal educational requirements, and literary or artistic criticism.

Please read the notes for guidance before completing ALL sections of the form.

This form must be completed and approved prior to undertaking any research activity. Please see Checklist for details of process for different categories of application.

SECTION A: About You (Principal Researcher)

1	Full Name:				
2	Tick all boxes that apply:		Member of staff:	☐	Honorary research fellow:
	Undergraduate Student	☐	Taught Postgraduate Student	☐	Postgraduate Research Student
3	Institute/Academic Discipline/Centre:				
4	Campus:				
5	E-mail address:				
6	Contact Telephone Number:				
For students:					
7	Student Number:				
8	Programme of Study:				
9	Director of Studies/Supervisor:				

SECTION B: Approval for Research Activity

1	Has the research activity received approval in principle? (please check the Guidance Notes as to the appropriate approval process for different levels of research by different categories of individual)	YES	☐	NO	☐
					Date
2	If Yes, please indicate source of approval (and date where known): <i>Approval in principle must be obtained from the relevant source prior to seeking ethical approval</i>	Research Degrees Committee	☐		
		Institute Research Committee	☐		
		Other (write in)	☐		

SECTION C: Internal and External Ethical Guidance Materials

Please list the core ethical guidance documents that have been referred to during the completion of this form (including any discipline-specific codes of research ethics, location-specific codes of research ethics, and also any specific ethical guidance relating to the proposed methodology). Please tick to confirm that your research proposal adheres to these codes and guidelines. You may add rows to this table if needed.	
1	UWTSD Research Ethics & Integrity Code of Practice ☐
2	UWTSD Research Data Management Policy ☐
3	[List any other relevant documents here] ☐

SECTION D: External Collaborative Research Activity

If there are external collaborators then you should gain consent from the contact persons to share their personal data with the university. If there are no external collaborators then leave this section blank and continue to section E.

1	Institution					
2	Contact person name					
3	Contact person e-mail address					
4	Is your research externally funded?	YES	☐	NO	☐	
5	Are you in receipt of a KESS scholarship?	YES	☐	NO	☐	
6	Are you specifically employed to undertake this research in either a paid or voluntary capacity?	Voluntary	YES	☐	NO	☐
7		Employed	YES	☐	NO	☐
8	Is the research being undertaken within an existing UWTSD Athrofa Professional Learning Partnership (APLP)?	If YES then the permission question below does not need to be answered.	YES	☐	NO	☐
9	Has permission to undertake the research has been provided by the partner organisation?	(If YES attach copy) If NO the application cannot continue	YES	☐	NO	☐

Where research activity is carried out in collaboration with an external organisation

10	Does this organisation have its own ethics approval system?	YES	☐	NO	☐
----	---	-----	--------------------------	----	--------------------------

	If Yes, please attach a copy of any final approval (or interim approval) from the organisation (this may be a copy of an email if appropriate).
--	---

SECTION E: Details of Research Activity

1	Indicative title:			
2	Proposed start date:		Proposed end date:	
	Introduction to the Research (maximum 300 words per section) Ensure that you write for a Non-Specialist Audience when outlining your response to the points below: <i>Purpose of Research Activity</i> <i>Proposed Research Question</i> <i>Aims of Research Activity</i> <i>Objectives of Research Activity</i> Demonstrate, briefly, how Existing Research has informed the proposed activity and explain <i>What the research activity will add to the body of knowledge</i> <i>How it addresses an area of importance.</i>			
3	Purpose of Research Activity (this box should expand as you type)			
4	Research Question (this box should expand as you type)			
5	Aims of Research Activity (this box should expand as you type)			
6	Objectives of Research Activity (this box should expand as you type)			
	Proposed methods (maximum 600 words) Provide a brief summary of all the methods that may be used in the research activity, making it clear what specific techniques may be used. If methods other than those listed in this section are deemed appropriate later, additional ethical approval for those methods will be needed. You do not need to justify the methods here but should instead describe how you intend to collect the data necessary for you to complete your project.			
7	 (this box should expand as you type)			
	Location of research activity Identify all locations where research activity will take place.			

8	(this box should expand as you type)		
	Research activity outside of the UK If research activity will take place overseas, you are responsible for ensuring that local ethical considerations are complied with and that the relevant permissions are sought. Specify any local guidelines (e.g. from local professional associations/learned societies/universities) that exist and whether these involve any ethical stipulations beyond those usual in the UK (provide details of any licenses or permissions required). Also specify whether there are any specific ethical issues raised by the local context in which the research activity is taking place, for example, particular cultural and/or legal sensitivities or vulnerabilities of participants. If you live in the country where you will do the research then please state this.		
9	(this box should expand as you type)		
10	Use of documentation not in the public domain: Are any documents NOT publicly available?	NO ☐ YES ☐	☐ ☐
11	If Yes, please provide details here of how you will gain access to specific documentation that is not in the public domain and that this is in accordance with the current data protection law of the country in question and that of England and Wales. (this box should expand as you type)		

	Does your research relate to one or more of the seven aims of the Well-being of Future Generations (Wales) Act 2015?	YES	NO
12	A prosperous Wales	☐	☐
13	A resilient Wales	☐	☐
14	A healthier Wales	☐	☐
15	A more equal Wales	☐	☐
16	A Wales of cohesive communities	☐	☐
17	A Wales of vibrant culture and thriving Welsh language	☐	☐
18	A globally responsible Wales	☐	☐
19	If YES to any of the above, please give details:		
	(this box should expand as you type)		

SECTION F: Scope of Research Activity

	Will the research activity include:	YES	NO
1	Use of a questionnaire or similar research instrument?	☐	☐

2	Use of interviews?	☐	☐
3	Use of focus groups?	☐	☐
4	Use of participant diaries?	☐	☐
5	Use of video or audio recording?	☐	☐
6	Use of computer-generated log files?	☐	☐
7	Participant observation with their knowledge?	☐	☐
8	Participant observation without their knowledge?	☐	☐
9	Access to personal or confidential information without the participants' specific consent?	☐	☐
10	Administration of any questions, test stimuli, presentation that may be experienced as physically, mentally or emotionally harmful / offensive?	☐	☐
11	Performance of any acts which may cause embarrassment or affect self-esteem?	☐	☐
12	Investigation of participants involved in illegal activities?	☐	☐
13	Use of procedures that involve deception?	☐	☐
14	Administration of any substance, agent or placebo?	☐	☐
15	Working with live vertebrate animals?	☐	☐
16	Procedures that may have a negative impact on the environment?	☐	☐
17	Other primary data collection methods. Please indicate the type of data collection method(s) below.	☐	☐
	Details of any other primary data collection method: (this box should expand as you type)		

If NO to every question, then the research activity is (ethically) low risk and may be exempt from some of the following sections (please refer to Guidance Notes).

If YES to any question, then no research activity should be undertaken until full ethical approval has been obtained.

SECTION G: Intended Participants

If there are no participants then do not complete this section, but go directly to section H.

	Who are the intended participants:	YES	NO
1	Students or staff at the University?	☐	☐
2	Adults (over the age of 18 and competent to give consent)?	☐	☐
3	Vulnerable adults?	☐	☐
4	Children and Young People under the age of 18? (Consent from Parent, Carer or Guardian will be required)	☐	☐
5	Prisoners?	☐	☐
6	Young offenders?	☐	☐
7	Those who could be considered to have a particularly dependent relationship with the investigator or a gatekeeper?	☐	☐

8	People engaged in illegal activities?	☐	☐
9	Others. Please indicate the participants below, and specifically any group who may be unable to give consent.	☐	☐
	Details of any other participant groups: (this box should expand as you type)		

	Participant numbers and source Provide an estimate of the expected number of participants. How will you identify participants and how will they be recruited?		
10	How many participants are expected?	(this box should expand as you type)	
11	Who will the participants be?	(this box should expand as you type)	
12	How will you identify the participants?	(this box should expand as you type)	

	Information for participants:	YES	NO	N/A
13	Will you describe the main research procedures to participants in advance, so that they are informed about what to expect?	☐	☐	☐
14	Will you tell participants that their participation is voluntary?	☐	☐	☐
15	Will you obtain written consent for participation?	☐	☐	☐
16	Will you explain to participants that refusal to participate in the research will not affect their treatment or education (if relevant)?	☐	☐	☐
17	If the research is observational, will you ask participants for their consent to being observed?	☐	☐	☐
18	Will you tell participants that they may withdraw from the research at any time and for any reason?	☐	☐	☐
19	With questionnaires, will you give participants the option of omitting questions they do not want to answer?	☐	☐	☐
20	Will you tell participants that their data will be treated with full confidentiality and that, if published, it will not be identifiable as theirs?	☐	☐	☐
21	Will you debrief participants at the end of their participation, in a way appropriate to the type of research undertaken?	☐	☐	☐
22	If NO to any of above questions, please give an explanation (this box should expand as you type)			

	Information for participants:	YES	NO	N/A
24	Will participants be paid?	☐	☐	☐
25	Is specialist electrical or other equipment to be used with participants?	☐	☐	☐

26	Are there any financial or other interests to the investigator or University arising from this study?	☐	☐	☐
27	Will the research activity involve deliberately misleading participants in any way, or the partial or full concealment of the specific study aims?	☐	☐	☐
28	If YES to any question, please provide full details			
	(this box should expand as you type)			

SECTION H: Anticipated Risks

Outline any anticipated risks that may adversely affect any of the participants, the researchers and/or the University, and the steps that will be taken to address them. If you have completed a full risk assessment (for example as required by a laboratory, or external research collaborator) you may append that to this form.		
1	Full risk assessment completed and appended?	Yes ☐ No ☐
2	Risks to participants For example: sector-specific health & safety, emotional distress, financial disclosure, physical harm, transfer of personal data, sensitive organisational information	
	Risk to participants: (this box should expand as you type)	How you will mitigate the risk to participants: (this box should expand as you type)
3	If research activity may include sensitive, embarrassing or upsetting topics (e.g. sexual activity, drug use) or issues likely to disclose information requiring further action (e.g. criminal activity), give details of the procedures to deal with these issues, including any support/advice (e.g. helpline numbers) to be offered to participants. Note that where applicable, consent procedures should make it clear that if something potentially or actually illegal is discovered in the course of a project, it may need to be disclosed to the proper authorities	
	(this box should expand as you type)	
4	Risks to the investigator For example: personal health & safety, physical harm, emotional distress, risk of accusation of harm/impropriety, conflict of interest	
	Risk to the investigator: (this box should expand as you type)	How you will mitigate the risk to the investigator: (this box should expand as you type)
5	University/institutional risks For example: adverse publicity, financial loss, data protection	
	Risk to the University: (this box should expand as you type)	How you will mitigate the risk to the University: (this box should expand as you type)
6	Environmental risks For example: accidental spillage of pollutants, damage to local ecosystems	
	Risk to the environment: (this box should expand as you type)	How you will mitigate the risk to environment: (this box should expand as you type)

--	--

Disclosure and Barring Service			
	If the research activity involves children or vulnerable adults, a Disclosure and Barring Service (DBS) certificate must be obtained before any contact with such participants.	YES	NO
7	Does your research require you to hold a current DBS Certificate?	☐	☐
8	If YES, please give the certificate number. If the certificate number is not available please write "Pending"; in this case any ethical approval will be subject to providing the appropriate certificate number.		

SECTION I: Feedback, Consent and Confidentiality

1	Feedback What de-briefing and feedback will be provided to participants, how will this be done and when?
	(this box should expand as you type)
2	Informed consent Describe the arrangements to inform potential participants, before providing consent, of what is involved in participating. Describe the arrangements for participants to provide full consent before data collection begins. If gaining consent in this way is inappropriate, explain how consent will be obtained and recorded in accordance with prevailing data protection legislation.
	(this box should expand as you type)
3	Confidentiality / Anonymity Set out how anonymity of participants and confidentiality will be ensured in any outputs. If anonymity is not being offered, explain why this is the case.
	(this box should expand as you type)

SECTION J: Data Protection and Storage

	Does the research activity involve personal data (as defined by the General Data Protection Regulation 2016 "GDPR" and the Data Protection Act 2018 "DPA")?	YES	NO
1	<i>"Personal data" means any information relating to an identified or identifiable natural person ('data subject'). An identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person. Any video or audio recordings of participants is considered to be personal data.</i>	☐	☐
	If YES, provide a description of the data and explain why this data needs to be collected:		
2	(this box should expand as you type)		

	Does it involve special category data (as defined by the GDPR)?	YES	NO
3	"Special category data" means sensitive personal data consisting of information as to the data subjects' – (a) racial or ethnic origin, (b) political opinions, (c) religious beliefs or other beliefs of a similar nature, (d) membership of a trade union (within the meaning of the Trade Union and Labour Relations (Consolidation) Act 1992), (e) physical or mental health or condition, (f) sexual life, (g) genetics, (h) biometric data (as used for ID purposes).	☐	☐
	If YES, provide a description of the special category data and explain why this data needs to be collected:		
4	(this box should expand as you type)		

	Will data from the research activity (collected data, drafts of the thesis, or materials for publication) be stored in any of the following ways?	YES	NO
5	Manual files (i.e. in paper form)?	☐	☐
6	University computers?	☐	☐
7	Private company computers?	☐	☐
8	Home or other personal computers?	☐	☐
9	Laptop computers/ CDs/ Portable disk-drives/ memory sticks?	☐	☐
10	"Cloud" storage or websites?	☐	☐
11	Other – specify:	☐	☐
12	For all stored data, explain the measures in place to ensure the security of the data collected, data confidentiality, including details of backup procedures, password protection, encryption, anonymisation and pseudonymisation:		
	(this box should expand as you type)		

Data Protection			
	Will the research activity involve any of the following activities:	YES	NO
13	Electronic transfer of data in any form?	☒	☐
14	Sharing of data with others at the University outside of the immediate research team?	☐	☐
15	Sharing of data with other organisations?	☐	☐
16	Export of data outside the UK or importing of data from outside the UK?	☐	☐
17	Use of personal addresses, postcodes, faxes, emails or telephone numbers?	☐	☐
18	Publication of data that might allow identification of individuals?	☐	☐
19	Use of data management system?	☐	☐
20	Data archiving?	☐	☐

21	If YES to any question, please provide full details, explaining how this will be conducted in accordance with the GDPR and Data Protection Act (2018) (and any international equivalents, where appropriate):		
	<i>(this box should expand as you type)</i>		
22	List all who will have access to the data generated by the research activity:		
	<i>(this box should expand as you type)</i>		
23	List who will have control of, and act as custodian(s) for, data generated by the research activity:		
	<i>(this box should expand as you type)</i>		
24	Give details of data storage arrangements, including security measures in place to protect the data, where data will be stored, how long for, and in what form. Will data be archived – if so how and if not why not.		
	<i>(this box should expand as you type)</i>		
25	Please indicate if your data will be stored in the UWTSD Research Data Repository (see https://researchdata.uwtsd.ac.uk/). If so please explain. <i>(Most relevant to academic staff)</i>		
	<i>(this box should expand as you type)</i>		
26	Confirm that you have read the UWTSD guidance on data management (see https://www.uwtsd.ac.uk/library/research-data-management/)	YES	☐
27	Confirm that you are aware that you need to keep all data until after your research has completed or the end of your funding	YES	☐

SECTION K: Declaration

The information which I have provided is correct and complete to the best of my knowledge. I have attempted to identify any risks and issues related to the research activity and acknowledge my obligations and the rights of the participants. In submitting this application I hereby confirm that I undertake to ensure that the above named research activity will meet the University's Research Ethics and Integrity Code of Practice which is published on the website: https://www.uwtsd.ac.uk/research/research-ethics/		
1	Signature of applicant:	Date:

For STUDENT Submissions:

2	Director of Studies/Supervisor:	Date:
3	Signature:	

For STAFF Submissions:

4	Academic Director/ Assistant Dean:	Date:
5	Signature:	

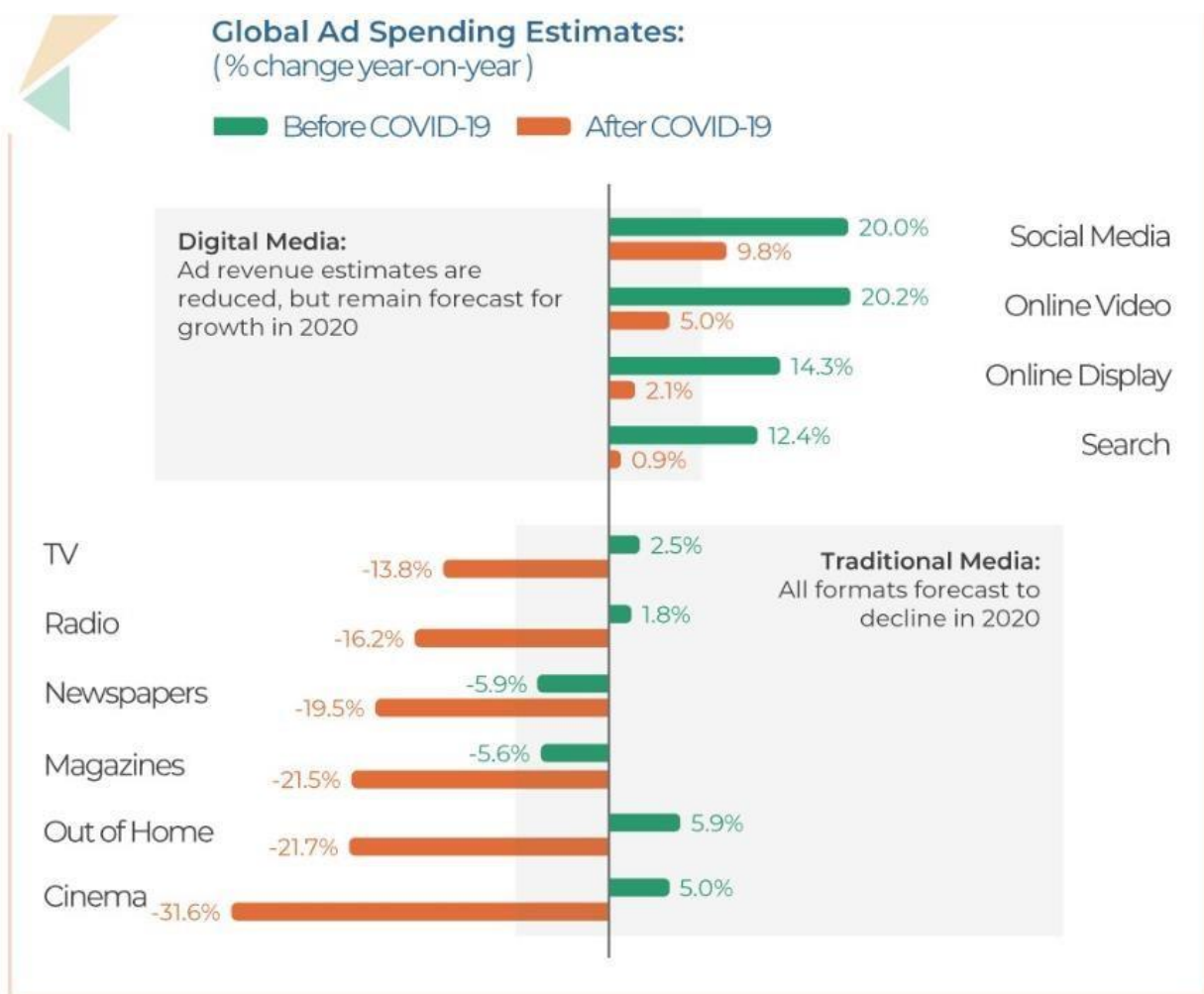
Checklist: Please complete the checklist below to ensure that you have completed the form according to the guidelines and attached any required documentation:

☐	I have read the guidance notes supplied before completing the form.
☐	I have completed ALL RELEVANT sections of the form in full.
☐	I confirm that the research activity has received approval in principle
☐	I have attached a copy of final/interim approval from external organisation (where appropriate)
☐	I have attached a full risk assessment (where appropriate) ONLY TICK IF YOU HAVE ATTACHED A FULL RISK ASSESSMENT
☐	I understand that it is my responsibility to ensure that the above-named research activity will meet the University's Research Ethics and Integrity Code of Practice.
☐	I understand that before commencing data collection all documents aimed at respondents (including information sheets, consent forms, questionnaires, interview schedules etc.) must be confirmed by the DoS/Supervisor, module tutor or Academic Director.

RESEARCH STUDENTS AND STAFF ONLY All communications relating to this application during its processing must be in writing and emailed to pgresearch@uwtsd.ac.uk, with the title 'Ethical Approval' followed by your name. You will be informed of the outcome of your claim by email; <u>therefore</u> it is important that you check your University and personal email accounts regularly. STUDENTS ON UNDERGRADUATE OR TAUGHT MASTERS PROGRAMMES should submit this form (and receive the outcome) via systems explained to you by the supervisor/module leader.

This form is available electronically from the Academic Office web pages:
<https://www.uwtsd.ac.uk/academic-office/appendices-and-forms/>

Figure 6.



Data Source: World Advertising Research Centre

Figure 7.

The Honeycomb of Research Methodology (Jonathan Wilson, 2013)

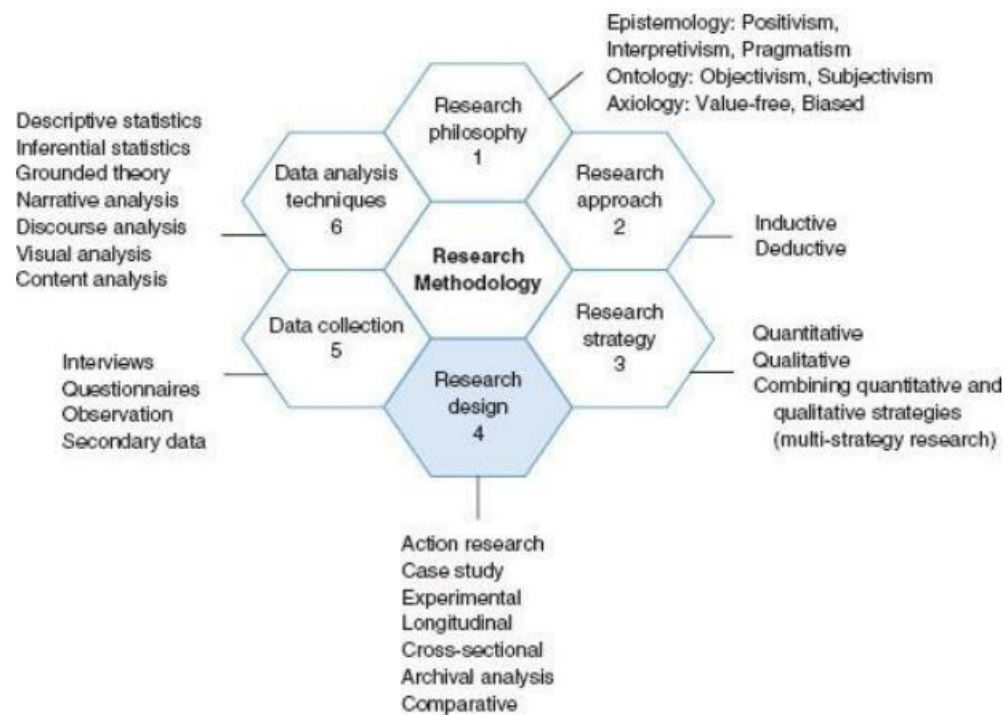
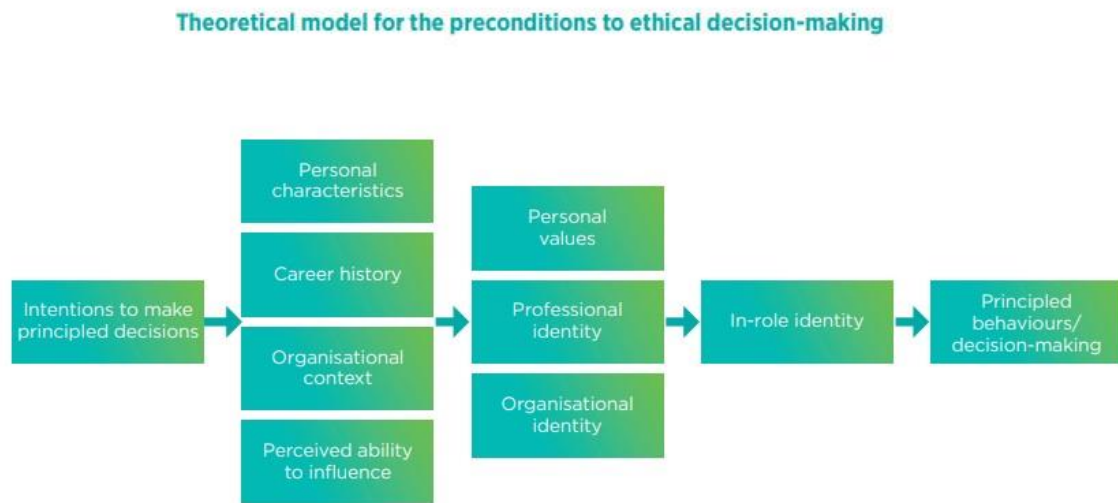


Figure 8.

Case study research design

		Case designs – scope	
		Narrow	Broad
Analysis	Narrow	Single case designs (holistic analysis)	Multiple case designs (holistic analysis)
	Broad	Single case designs (embedded analysis)	Multiple case designs (embedded analysis)

Figure 9.



(CIPD, 2022).

Figure 10.

The questionnaire – Amazon.com and consumer behaviour post Covid-19

Amazon.com and consumers behaviour - Post Covid- 19

Hello,

The purpose of this survey is to analyse consumer behaviors regarding the impact of Digital Marketing on a global market, especially post Covid 19, and is seeking to understand the consumer behaviour of Amazon.com.

The survey is an anonymous, voluntary, self-administered online questionnaire; you will not be asked to identify yourself in any way.

Instructions: The following questions refer to Amazon.com products and services. You are to read each question and answer; if you feel at any point that you do not wish to engage, you may stop at any point.

Thank you for your time.

OK

* 1. Please confirm your gender:

☐ Female

☐ Male

☐ I prefer to don't say

* 2. Please select the box which indicates your age.

☐ 18-24

☐ 25-34

☐ 35-44

☐ 55-64

☐ 65+

* 3. Please tell us if you are :

☐ Working from home employee

☐ Student

☐ Commute employee

☐ Unemployed

☐ Retired

Other (please specify)

* 4. Do you follow current Amazon products and services?

☐ Yes

☐ No

* 5. How often do you purchase products or services from Amazon?

☐ Every day

☐ A few times a week

☐ About once a week

☐ A few times a month

☐ Once a month

☐ Less than once a month

☐ None of the above

* 6. Overall, has Covid-19 impacted your shopping/buying behaviour?

☐ Very likely

☐ Likely

☐ Neither likely nor unlikely

☐ Unlikely

☐ Very unlikely

* 7. Do the Covid-19 Pandemic influence your decision to purchase from Amazon?

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree nor disagree
- ☐ Disagree
- ☐ Strongly disagree

* 8. How often do you think you will buy from Amazon now, post Covid-19?

- ☐ Every day
- ☐ A few times a week
- ☐ About once a week
- ☐ A few times a month
- ☐ Once a month
- ☐ Less than once a month
- ☐ None of the above

* 9. Are you doing 'More,' 'Less,' or 'Same' in terms of 'Online Activities' post Covid-19?

- | | | | | |
|--|--|--|--|---|
| ☐ Time spent on the news: More | ☐ Time spent on the news: Less | ☐ Time spent on the news: Same as before | ☐ Online learning: More | ☐ Online learning: Less |
| ☐ Online learning: Same as before | ☐ Time on Social Media like WhatsApp, Twitter, Facebook, etc.: More | ☐ Time on Social Media like WhatsApp, Twitter, Facebook, etc.: Less | ☐ Time on Social Media like WhatsApp, Twitter, Facebook, etc.: Same as before | ☐ Video calls with friends: More |
| ☐ Video calls with friends: Less | ☐ Video calls with friends: Same as | ☐ Online shopping: More | ☐ Online shopping: Less | ☐ Online shopping: Same as |

* 10. Post Covid-19 Pandemic, do you prefer online shopping, or you have back to the traditional shopping?

- ☐ Online shopping
- ☐ Traditional shopping

Other (please specify)

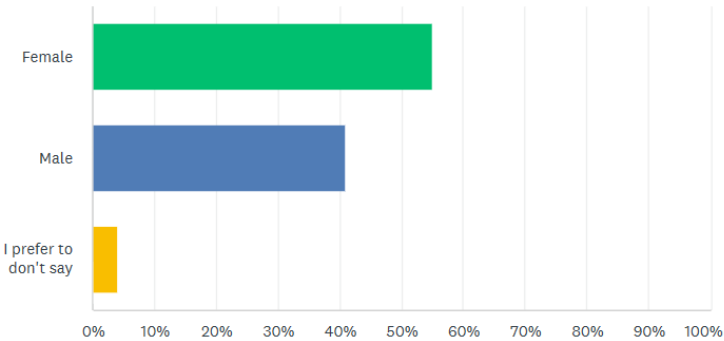
Figure 11.

Survey analyse results

Q1

Please confirm your gender:

Answered: 100 Skipped: 0

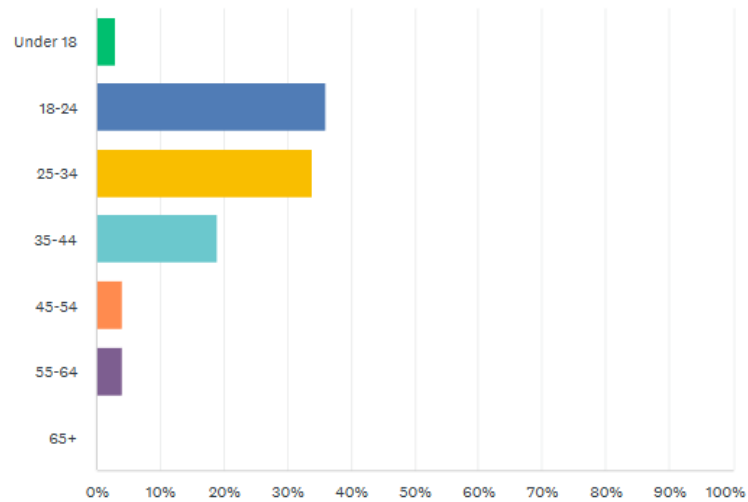


ANSWER CHOICES	RESPONSES	
Female	55.00%	55
Male	41.00%	41
I prefer to don't say	4.00%	4
Total Respondents: 100		

Q2

Please select the box which indicates your age.

Answered: 100 Skipped: 0

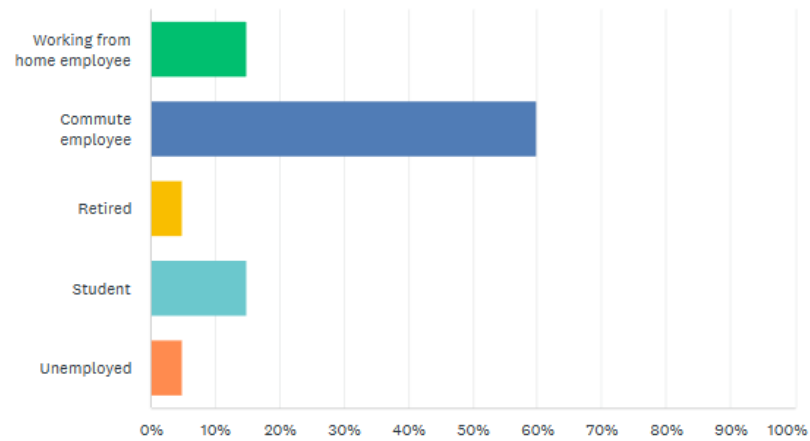


ANSWER CHOICES	RESPONSES	
Under 18	3.00%	3
18-24	36.00%	36
25-34	34.00%	34
35-44	19.00%	19
45-54	4.00%	4
55-64	4.00%	4
65+	0.00%	0
TOTAL		100

Q3

Please tell us if you are :

Answered: 100 Skipped: 0

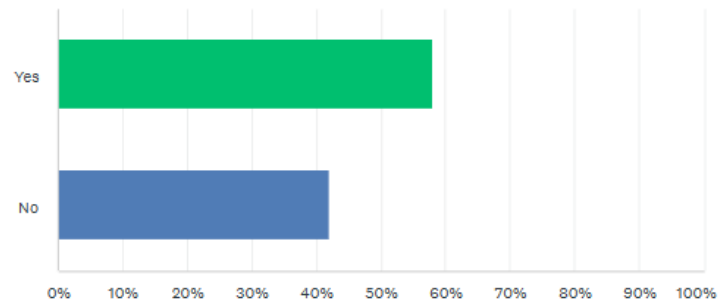


ANSWER CHOICES	RESPONSES	
▼ Working from home employee	15.00%	15
▼ Commute employee	60.00%	60
▼ Retired	5.00%	5
▼ Student	15.00%	15
▼ Unemployed	5.00%	5
TOTAL		100

Q4

Do you follow current Amazon products and services?

Answered: 100 Skipped: 0

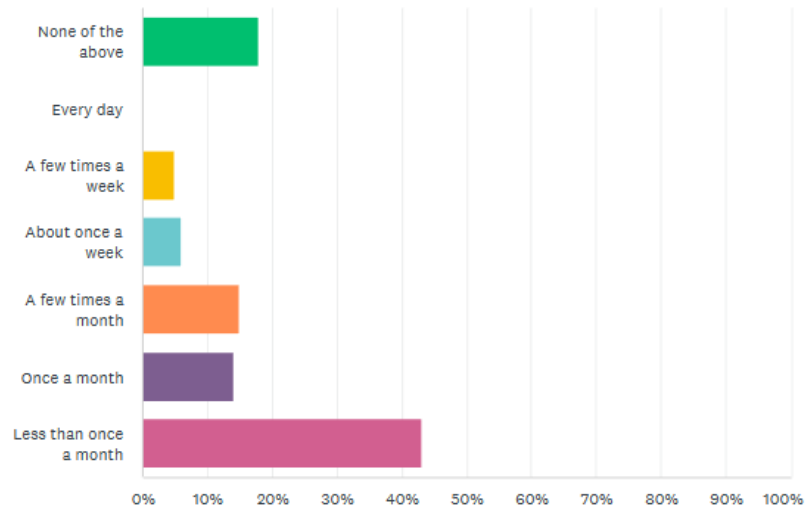


ANSWER CHOICES	RESPONSES	
Yes	58.00%	58
No	42.00%	42
TOTAL		100

Q5

How often do you purchase products or services from Amazon?

Answered: 100 Skipped: 0

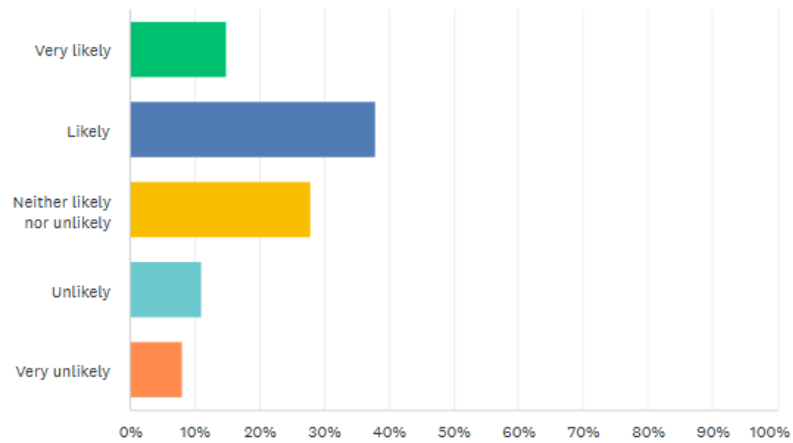


ANSWER CHOICES	RESPONSES
None of the above	18.00% 18
Every day	0.00% 0
A few times a week	5.00% 5
About once a week	6.00% 6
A few times a month	15.00% 15
Once a month	14.00% 14
Less than once a month	43.00% 43
Total Respondents: 100	

Q6

Overall, has Covid-19 impacted your shopping/buying behaviour?

Answered: 100 Skipped: 0

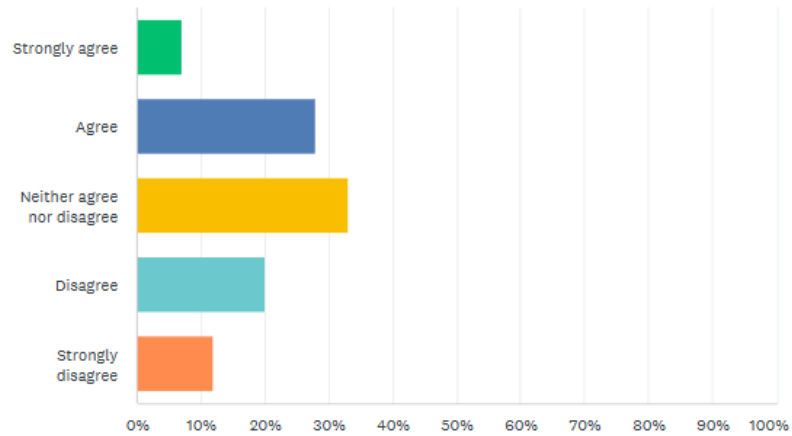


ANSWER CHOICES	RESPONSES
Very likely	15.00% 15
Likely	38.00% 38
Neither likely nor unlikely	28.00% 28
Unlikely	11.00% 11
Very unlikely	8.00% 8
TOTAL	100

Q7

Do the Covid-19 Pandemic influence your decision to purchase from Amazon?

Answered: 100 Skipped: 0

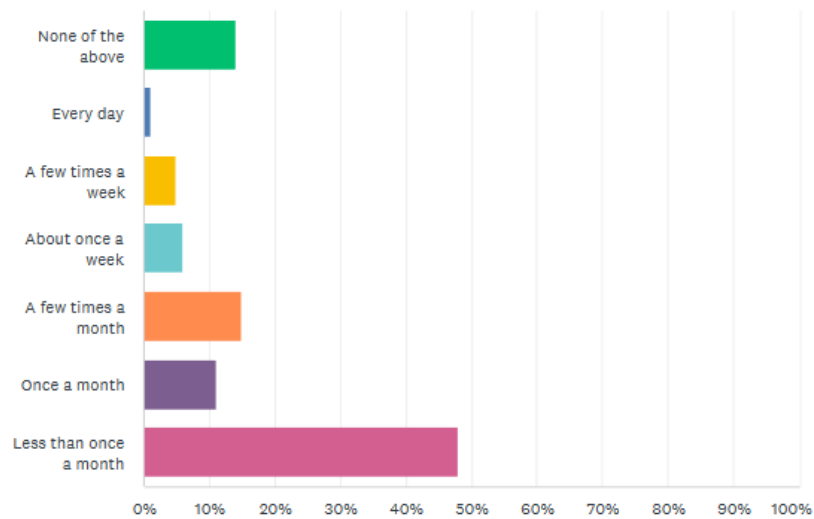


ANSWER CHOICES	RESPONSES	
Strongly agree	7.00%	7
Agree	28.00%	28
Neither agree nor disagree	33.00%	33
Disagree	20.00%	20
Strongly disagree	12.00%	12
TOTAL		100

Q8

How often do you think you will buy from Amazon now, post Covid-19?

Answered: 100 Skipped: 0

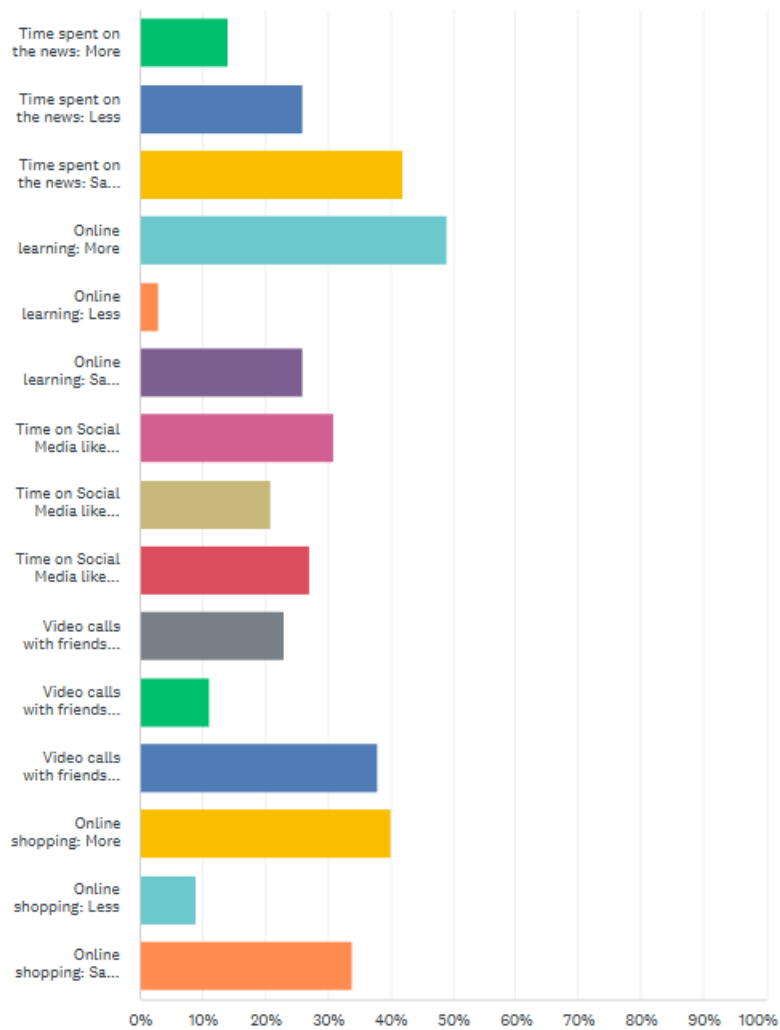


ANSWER CHOICES	RESPONSES
None of the above	14.00% 14
Every day	1.00% 1
A few times a week	5.00% 5
About once a week	6.00% 6
A few times a month	15.00% 15
Once a month	11.00% 11
Less than once a month	48.00% 48
TOTAL	100

Q9

Are you doing 'More,' 'Less,' or 'Same' in terms of 'Online Activities' post Covid-19?

Answered: 100 Skipped: 0

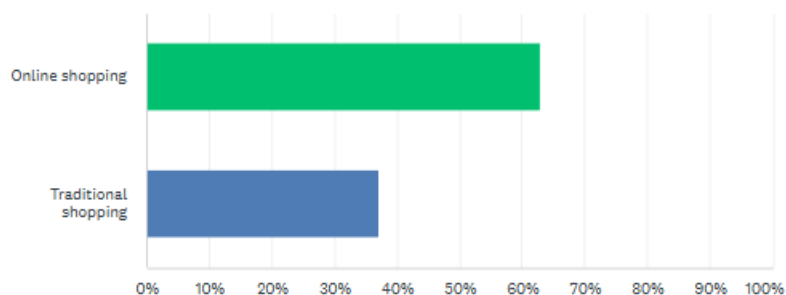


ANSWER CHOICES	RESPONSES	
Time spent on the news: More	14.00%	14
Time spent on the news: Less	26.00%	26
Time spent on the news: Same as before	42.00%	42
Online learning: More	49.00%	49
Online learning: Less	3.00%	3
Online learning: Same as before	26.00%	26
Time on Social Media like WhatsApp, Twitter, Facebook, etc.: More	31.00%	31
Time on Social Media like WhatsApp, Twitter, Facebook, etc.: Less	21.00%	21
Time on Social Media like WhatsApp, Twitter, Facebook, etc.: Same as before	27.00%	27
Video calls with friends: More	23.00%	23
Video calls with friends: Less	11.00%	11
Video calls with friends: Same as before	38.00%	38
Online shopping: More	40.00%	40
Online shopping: Less	9.00%	9
Online shopping: Same as before	34.00%	34
Total Respondents: 100		

Q10

Post Covid-19 Pandemic, do you prefer online shopping, or you have back to the traditional shopping?

Answered: 100 Skipped: 0



ANSWER CHOICES	RESPONSES	
Online shopping	63.00%	63
Traditional shopping	37.00%	37
TOTAL		100