

Dissertation – Proposal
LCBB6000
BA (Hons) Business Management

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**Proposed research title Topic: Marketing and Sales Practices in the Post-Pandemic World,
in the Online Business Environment**

Name of the university: University of Wales Trinity Saint David (London Campus)

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Declaration

I, Denisa-Andreea Matei, do hereby declare that this dissertation paper is my work and it has not been used for a similar degree in any other University.

Denisa-Andreea Matei

01/09/2023

Abstract

The present study has investigated the marketing strategy and sales practices in the post-pandemic era in the online business environment. The primary data collection method has been used for collecting the right evidence. Large respondents were taken for collecting information from different perspectives. Organisation has adapted to the changes effectively and technology has been playing a major factor in dealing with the situation. It helped the business in connecting with the customer. Marketing and sales practices have completely changed because the majority of people shifted to online platforms.

Acknowledgement

In order to express gratitude and thank my assignment manager for his assistance in handling my assignment. His advice and counsel have significantly aided me in finishing every phase of the project's creation. Additionally, I want to express my gratitude to my relatives and close friends for always being there for me and for their tolerance as I conducted research and wrote my dissertation. At last, I want to thank all the researchers and investigators whose efforts have significantly aided me in creating a high-quality investigation study.

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Chapter 1: Introduction

Background of the study

Marketing has been rapidly changing after the pandemic, and organisations are shifting towards online platforms or social media platforms. The digital marketing industry in the UK has increased by more than 25.4% by the end of 2022 (IBISWorld, 2023). In the post-pandemic era, many new online platforms have arisen that are been used by organisations in their online business environment. It is estimated that the “Digital Advertising Agencies” have been growing at a rate of more than 12.0% annually from 2017 to 2022 (IBISWorld, 2023). Sales practices have also been changing after the pandemic because during the pandemic there was no movement of people. People are ordering online and prefer contactless services. In such kind of situation, organisations started to improve their sales practices from traditional to contactless services. They have started providing online services to their customer, it is estimated that in the UK more than 60 million people prefer online services (Statista, 2023).

Problem statement

The pandemic has shattered business operations completely because every business activity was completely stopped. After the pandemic organisation has faced a major problem in adapting to the changes. Businesses needed to use different strategies and invest more in technology to improve their marketing and sales practices. Technology has become a major factor because it has helped the business connect with their customer. Developing an effective marketing strategy and providing better online services have been major issues for the organisation in the online business environment. Overall this research will help in identifying the different strategies that can be used by the organisation to improve their marketing and sales practices. Further, it will also help in understanding the changing dynamics of the situation after the pandemic. This research study will address all the problems by analysing a range of information.

The research aims

The research aim is to understand marketing and sales practices in post-pandemic, in the online business environment.

Research objectives

- To analyse the changes that occur in the online marketing strategy and sales practices.
- To understand the challenges faced by organisations in managing marketing and sales practices.
- To analyse the strategies used by the business to improve their marketing and sales practices in their online business environment.

Research questions

- What are the changes that have occurred in the online marketing strategy and sales practices?

- What are the challenges faced by organisations in an online business environment post-pandemic?
- What are the strategies that are used by the organisation in the online business environment in the post-pandemic?

Research Hypothesis

H0: The pandemic has not brought any changes to business operations in an online business environment.

H1: The pandemic has brought drastic changes in the marketing and sales practices, in an online business environment.

Research Proposition

It is true that the pandemic has brought changes in the marketing and sales practices because people prefer more online platforms after the pandemic.

Rationale

The research is important because it will help in understanding the changes that have arisen after the pandemic. Customer preference has completed the change; they are adapting technology. In such a changing situation, organisations are also using different strategies to improve their marketing and sales practices. Further, this research will help in identifying the technology that is adapted by an organisation. Cost efficiency that which is brought by the technology in the marketing and sales practices of the organisation. As per the report published by Statista (2023), social media marketing is growing and people are also purchasing products and services through social media platforms or online platforms. After fulfilling the formulated objectives of research, it will help the business adopt productive practices to do business more effectively in the post-pandemic.

Methodology

The information will be collected from different sources, such as journals, articles, books and surveys. The researcher will be using the simple random sampling method as a sampling method for the research. 50 respondents will be used while collecting up-to-date information. The survey method will be used to measure the information that has been collected. Primary data collection method will be used because it helps in collecting first-hand research. Narrative analysis will be used for analysing the information that has been collected by the primary data collection method.

Scope of the study

The scope of this research is at the international level because the pandemic has been faced by every individual organisation in the world. Organisations from different locations can learn the strategy and use it effectively in their business activity.

Structure of the dissertation

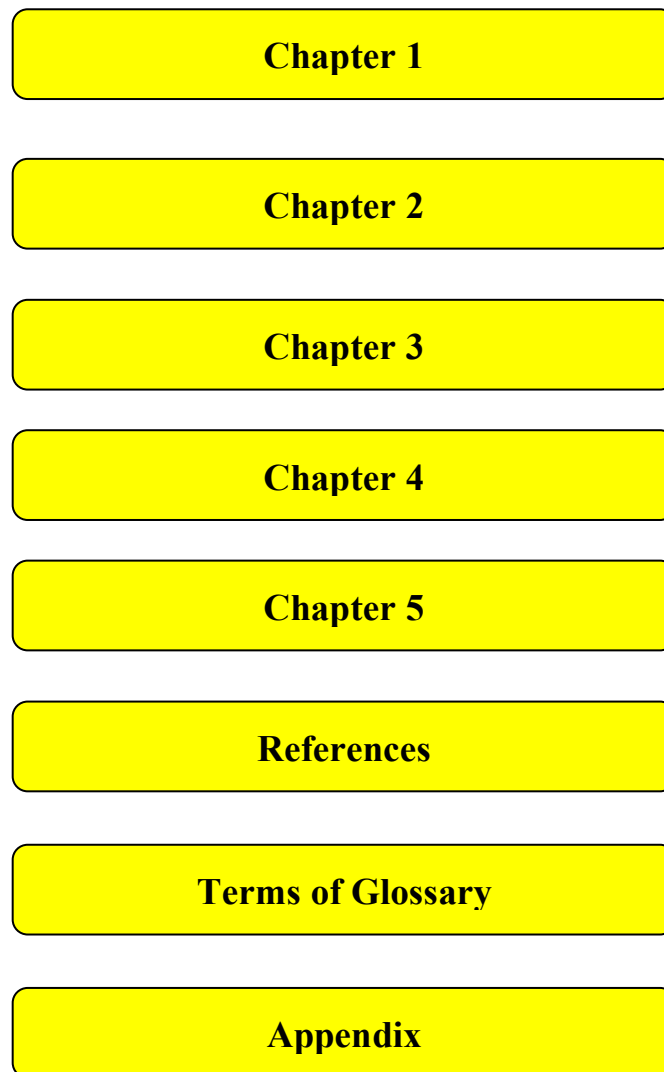


Fig 1: Structure of Research

(Source: Created by the learner)

Summary of Chapter 1.

The pandemic has brought a lot of changes in the business environment. Organisations are focusing more on the online platform than their physical appearances. The dissertation will help in gathering information regarding the strategy used by businesses in doing business effectively in post post-pandemic era. The marketing and sales practices have completely changed after the pandemic. Customer tastes and preferences have changed and are shifting towards online platforms. The aim of the research is also precise, it focuses much more on marketing and sales practices in the post-pandemic. There are 3 different objectives related to the research topic and the questions are also derived from the objectives which will help in collecting diverse information regarding the research topic. Further, it has also discussed the method that will be used while conducting the research and

provides information regarding the scope of the research. Later it also provided information regarding the structure of the whole dissertation.

Chapter 2: Literature Review

Introduction to chapter

This chapter has conducted a literature review where the information will be collected from different sources, such as journals, articles and book. This literature review will be gathering information for three different objectives that have been formulated by the researchers.

“Changes that Have Occurred in the Marketing Strategy and Sales Practices in the Online Business Environment”

According to Rosário and Raimundo (2021), brands are using different social media platforms to do promotion, such as Facebook, Instagram and TikTok and various other sources. It helps the brand in promoting the products and services provided by the brand to a larger audience, it is estimated that in the UK more than 57 million people are using social media (Statista, 2023). After the pandemic people were using more social media on a regular basis. In such a situation marketing through an influencer has increased, and organisations are collaborating with influencers to promote products and services as part of the marketing and sales strategy in pre-pandemic business scenario. The organisation has prioritised their online presence through social media, websites and different e-commerce platforms because online shopping has increased. It is estimated that after the pandemic more than 60% of people are shopping online (Statista, 2023). Organisations are partnering with e-commerce brands like Amazon. Further brands are also using AI technology for personalising their growth because it helps in improving the online experience of customers. They are customising their marketing message and recommendation of products and services. According to Kwon et al. (2021), the social influence theory consumers are influenced by social factors. After the pandemic, a large number of people are shopping online because people believe that online shopping is time-saving and also provide a larger variety of option to choose from. In such kind of environment, other people who were shopping physically by visiting the store started shopping online because the majority of people are shopping online. The contactless payment system is one of the major changes, It is estimated that in the UK more than 35% had made online payments by the end of 2022 (Statista, 2023). Consumers were social distancing due to which they were reluctant to make payment physically, in such a situation contactless payment has grown rapidly.

It seems that there have been a lot of changes in the online business environment. It has positively impacted because it has increased the ability of a business to reach a larger audience and provide personalised customer services.

“Challenges faced by the organisation in the online business environment after the post-pandemic”

There have been some major challenges that are faced by an organisation in the post-pandemic. According to Babapour Chafi *et al.* (2021), one of the major challenges is organisations should have proper privacy and information precisely and follow the “Data Protection Act 2018”. A growing online market or online payment system creates some problems in managing proper security and protecting every single piece of information. Consumers are becoming reluctant to make online payments because of cyber-attacks of losing personal information to others. Though in the post-pandemic, the online shopping method was growing, in such circumstances organisations have well-developed online platforms, and people were still facing problems in making online purchases. It became difficult for customers, those who did not have good knowledge of technology. According to Rapanta *et al.* (2021), increasing cost is also one of the major challenges because implementing technology requires a good amount of investment. Organisations need to have well-protected websites so that people can make payments fearlessly. The challenge was the disruption of the supply chain, the pandemic has badly impacted the supply chain and is still affecting the business. Organisations are facing problems in improving inventory management and providing products and services at a given time. Competition is growing rapidly due to which organisations are facing certain problems in providing better services to their customer, such as fast delivery with no damage to the product.

It shows that there have been some major challenges after the pandemic. Customers do not easily trust online payment or delivery.

“Strategy used by the organisation in the online business environment in post-pandemic”

According to Blair and Barratt (2021), organisations started to communicate with customers on a regular basis through social media which helped resolve queries and create value for customers. Kotler's marketing strategy theory also states that an organisation should always create, deliver value and communicate with the customer on a regular basis. When the customers are valued then it encourages them to do business with the brand because they feel respected. Organisations are also using “Search Engine Optimisation” (SEO), which has helped the organisation to top the search results. Before doing business with the brand tend to search for it over the internet, in such a situation SEO helps the customer or visitor to get into the official website easily. Organisations are also providing contactless payment methods which has helped the customer to make online payment. According to Babapour Chafi *et al.* (2021), the organisation has also improved their sales practices, they are providing online shopping facilities. The organisation has developed a website that helps

in providing the consumer with personalised customer services. Organisations are also using algorithms to identify crucial factors and use them in predictions for selling products and services (Wood, 2021). Machine learning is one of the effective methods in the algorithm because it has helped the brand to predict sales with the help of a neural network (Wisesa *et al.*, 2020). Therefore, organisations are also using free delivery options to improve sales practices and attract customers towards the organisation. Brands are also using Chatbots because they help in capturing leads from different channels and then simply them with proactive communication. Further, it has also provided the organisation to send recommendations to the customer regarding the products and services. Organisations are also sending personalised emails to their customer which helps in creating more chances of sales.

Theoretical framework

Different theories have been used in conducting the whole research. According to Kwon *et al.* (2021), “Social Influence Theory” states that social factors have a huge impact on customer purchasing behaviour. People often make their purchases based on the trend, such as the majority of people shopping online and influencing other people to do online shopping. According to Asqarova *et al.* (2021), “Kotler marketing theory” states that the marketing department should always focus more on creating value for the customer. Communicating with the customer is important because it helps in understanding their requirement and delivering proper customer services. Therefore, customers also get an opportunity to resolve their queries by communicating with the higher authority. This theory also states that creating values for the customer will encourage them to do business with an organisation.

Literature Gap

Though the literature review has provided a wide range of information, it lacks up-to-date information. The information is collected from the other researchers' published books, journals and articles. While collecting the information from different journals and articles, researchers faced problems in getting the exact information that is directly related to the topic. In such a situation, researchers faced problems in collecting accurate information related to the topic. Further, the literature review has also not discussed the impact of changes that were done post-pandemic by organisations. It would have been much more authentic if would had provided information regarding the impacts because organisations would have used them accordingly in their business operation.

Summary of Chapter

This literature has helped in collecting a wide range of information for the objectives set by researchers. It shows that the pandemic has brought major changes in the online business environment. Further, it also shows that the pandemic has created major challenges for the business to perform their respective duties. Lastly, it has provided information regarding the strategies that have been used by the organisation in their marketing and sales practices.

Chapter 3. Research Method and Methodologies

Introduction

This particular section is focused on highlighting and describing all the methods and approaches used for the development of the overall dissertation. Further, this section will include areas like location of research paradigm, approach, strategy, method, types of data, data collection methods and many more.

Research Philosophy

Within this particular research philosophy is defined as the sets of assumptions that would help the researcher in successfully gathering, analysing and using research data. Further, some of the most widely used research philosophies are “positivism, interpretivism, pragmatism and realism research philosophy”. However, the researcher has used **“Positivism research philosophy”** because it assists in understanding human behaviours and experiences based on the social context (Alharahsheh and Pius, 2020). Furthermore, this particular philosophical approach is also very effective in gathering primary research data because it has the capability to cover a broad range of circumstances in a limited period of time.

Research Paradigm

Research Paradigm is considered as the patterns, models or methods that define the process of conducting the research study. In general, it is described as a set of concepts or understandings that would effectively aid in functioning theories and practices. The three most commonly used research paradigms by modern-day researchers are “epistemology, ontology and methodology research paradigm”. However, the researcher of this particular study has used the **“epistemology research paradigm”** for conducting research because it would significantly help in determining actual information for the research study and obtaining productive knowledge and comprehension (Khatri, 2020). Further, with the help of this particular research paradigm, the researcher would be able to conduct a detailed personal reflection.

Research Approach

The overall process of gathering, inspecting and utilising information in an adequate manner is defined as the research approach. The two most used research approaches for conducting both “primary and secondary research” are “inductive and deductive research approaches”. The

researcher of this research study concentrated on examining and collecting “primary data”, due to which the researcher has used a **“deductive research approach”**. This particular research approach also effectively helps in collecting relevant research data with the assistance of scientific investigation (Young *et al.*, 2020). Lastly, the deductive research approach has also helped investigators understand the association between “concepts and variables” within the research.

Research Methodology

Research Methodology is a method or style of explaining how an investigator will be conducting their research. Moreover, it can be defined as a systematic plan that effectively helps in addressing the problems related to the research study. In general, there are three types of research methodology such as “qualitative, quantitative and mixed research methodology”. Since this particular dissertation is focused on gathering and utilisation of “first-hand data”. Therefore, the researcher of this specific dissertation has used **“quantitative research methods”** (Chalmers and Cowdell, 2021). This research method would significantly help the researcher in obtaining detailed information through the help of population experience and beliefs. Further, the ability to collect and inspect the bulk of primary data in a short span of time can be considered the biggest benefit of using quantitative research methods.

Research Strategy

The research strategy is defined as the overall blueprint of the dissertation, which helps the researcher in choosing the most suitable research approach and process for the research study. It is considered the most essential aspect of the research study because it has a crucial role in “planning, monitoring and controlling” the overall direction of the research. Generally, grounded theory, experimental, survey, case study, ethnography, narrative, action research and archival research strategy are some of the most widely used research strategies. However, for the completion of the research study in an efficient and effective manner, the researcher of this dissertation has used the **“Archival research strategy”** because this strategy is focused on the usage of the “primary research data” for both data collection and analysis process (Al-Ababneh, 2020). The accessibility of various resources and valid datasets can be defined as the main advantages of using Archival research strategy as a research strategy.

Sampling Methods

The process or technique that is focused on selecting of most suitable “data sets and sample size population” from a wide range of populations is referred to as the sampling technique. However, based on the views of many modern-day researchers, “simple random sampling”, “cluster sampling”, “systematic sampling” and “stratified sampling” are the most popularly used sampling methods. However, the researcher of this specific dissertation has used **“simple random sampling methods”** because it removes the risk of biases while selecting research participants (Bhardwaj,

2019). Further, based on the selected sampling methods, the researcher of this research study has selected 50 employees of different organisations as the research sample.

Data Collection Methods/ Tools

The “data collection method” has huge importance within the research development because it assists in the process of collecting “adequate and suitable data”, which is linked with the research objective. Moreover, primary, secondary and mono data collection methods” are the three major types of data collection methods used by researchers to conduct quality research. Since the researcher of this specific dissertation is focused on collecting and inspecting the “first-hand information”. Therefore, the researcher of this research study has used the “**primary data collection method**” for collecting suitable data and information (Moore *et al.*, 2021). Additionally, survey questionnaire’s will be used as the “data collection tools” for the procurement of relevant first-hand data.

Interpreting Data

Further, to effectively interpret the primary data collected from the responses of the research participants. The Survey questionnaire method has been used for effectively interpreting the information and data. Further, this interpretation would significantly help the researcher in developing research findings, conclusions and recommendations for the dissertation.

Time Prospect of the Research

Activities	Start date	End date	Duration
Selection of research topic	1-Aug	4-Aug	4
Formulate objectives	5-Aug	7-Aug	3
Conduct literature Review	8-Aug	15-Aug	8
Select the appropriate method for the research	16-Aug	18-Aug	3
Conclude the research	19-Aug	25-Aug	4
Submission	30-Aug	31-Aug	2

Table No.1: Work Breakdown Structure

(Source: Learner)

Gantt Chart

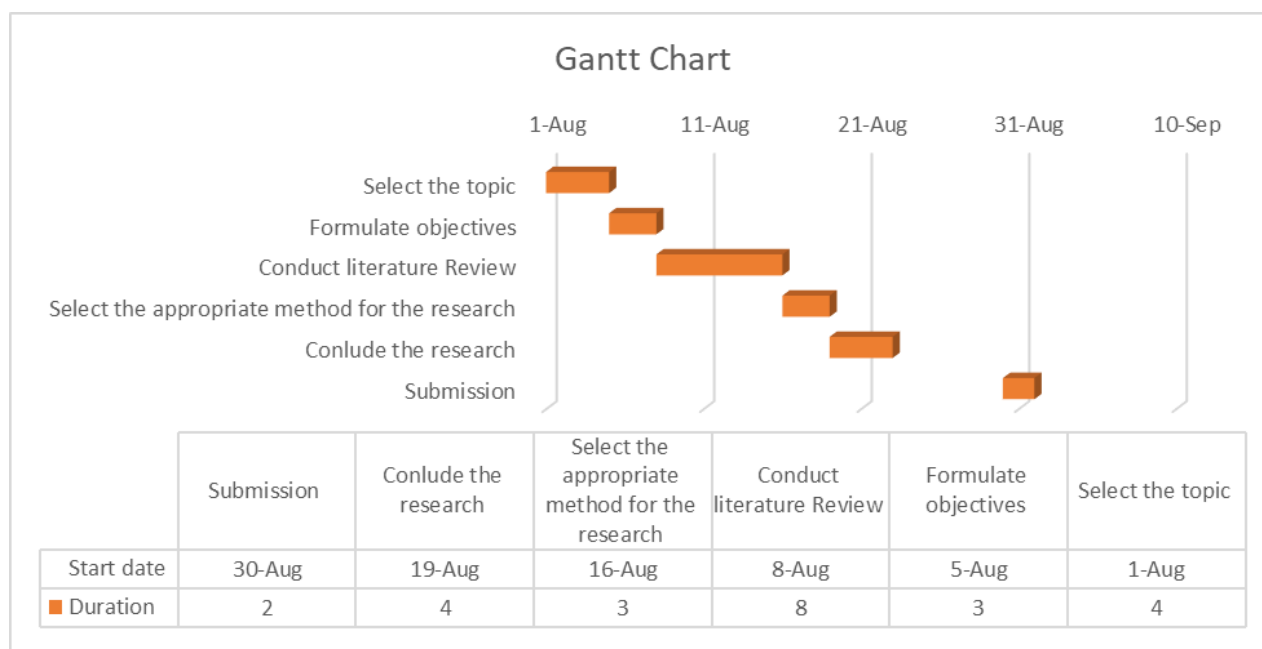


Figure no 2: Gantt Chart

(Source: learner)

Ethical Consideration

Within the research ethical consideration can be referred to as sets of guidelines and belief that governs almost every activity of research. Further, the obligatory “policies and legislation”, which are necessary to be obeyed by the researcher while developing a dissertation is also defined as ethical consideration. Therefore, while conducting this particular research study, the researcher has made sure to follow all the guiding principles provided by their educational institute. Moreover, to safeguard the personal information and findings of the research, the researcher has adhered to all the policies of “The Data Protection Act of 2018” (Wachter and Mittelstadt, 2019). Additionally, all the research findings will be stored in a digital database for a minimum of 24 weeks as per the guidelines of “General Data Protection Regulations”.

Chapter Summary

The study is framed by the positivist research philosophy in this particular chapter and an epistemological research paradigm is selected for its emphasis on trustworthy information. Further, identifying relationships is aided by a deductive research strategy and quantitative data collecting is used because of its high quality. Moreover, utilising primary data is an approach for archival research. The primary data is gathered by surveys, and simple random sampling guarantees equitable participant representation. With a dedication to educational honesty, safeguarding information, and well-informed approval, ethical considerations come first. Moreover, this chapter provides a detailed description of the research's methodology.

Chapter 4: Data analysis and discussion

Introduction

This particular section is focused on gathering and analysing first-hand information with the help of the survey polls. However, 50 employees who are working for the company which operate their business in online business environment has been chosen as the survey respondents. Further, to conduct an effective survey the participants of the survey will be presented with three background question and ten main question. Moreover, the findings of the survey will be very helpful in understanding the research topic in details.

Background Questions

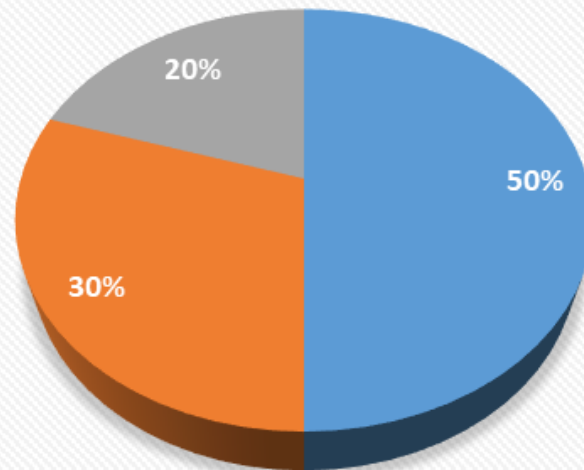
Q1. What is your Age Group?

Options	Number of Response	Total Participants	Percentage
20-30 years	25	50	50%
30-40 years	15	50	30%
Above 50 years	10	50	20%

Table 2: What is your Age Group?

Source: (Self-Created)

Q1. What is your Age Group?



■ 20-30 years ■ 30-40 years ■ Above 50 years

Fig 3: What is your Age Group?

Source: (Self-Created)

Q2. What is your Gender?

Options	Number of Response	Total Participants	Percentage
Male	30	50	60%
Female	15	50	30%
Prefer Not to Say	5	50	10%

Table 3: What is your Gender?

Source: (Self-Created)

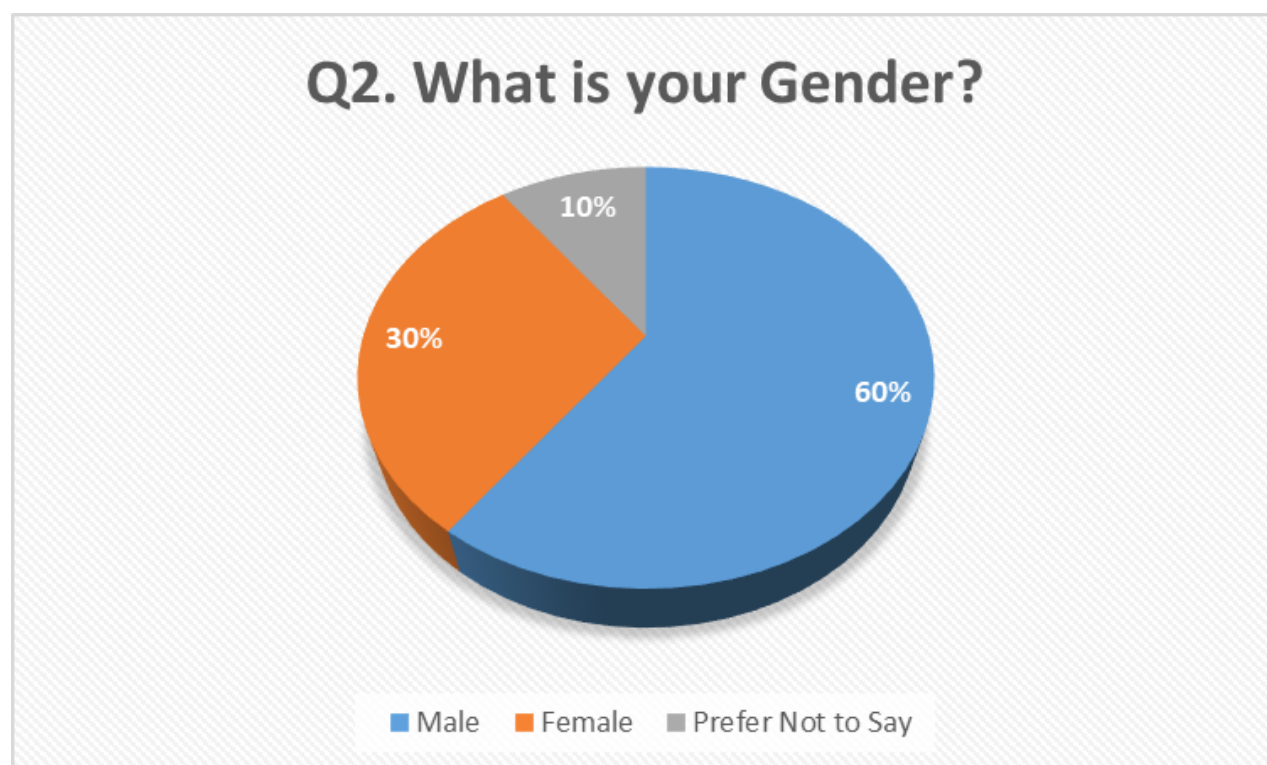


Fig 4: What is your Gender?

Source: (Self-Created)

Q3. How long you have been working in a company that operates an online business?

Options	Number of Response	Total Participants	Percentage
1-2 years	25	50	50%
2-3 years	15	50	30%
More than 4 years	10	50	20%

Table 4: How long you have been working in a company that operates an online business?

Source: (Self-Created)

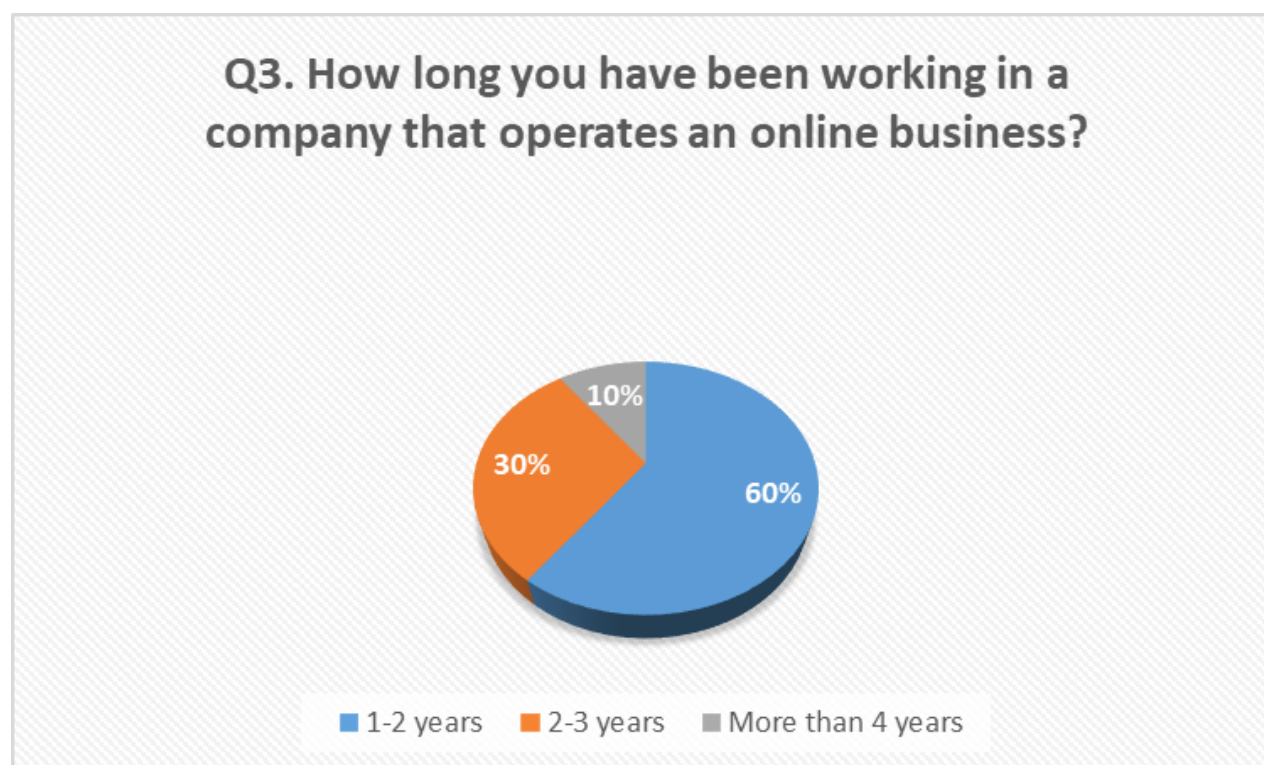


Fig 5: How long you have been working in a company that operates an online business?

Source: (Self-Created)

Q4. How your organisation's online marketing strategies have changed post-pandemic?

Options	Number of Response	Total Participants	Percentage
Significantly Changed	26	50	52%
Slightly Changed	20	50	40%
No Change	4	50	8%

Table 5: How your organisation's online marketing strategies have changed post-pandemic?

Source: (Self-Created)

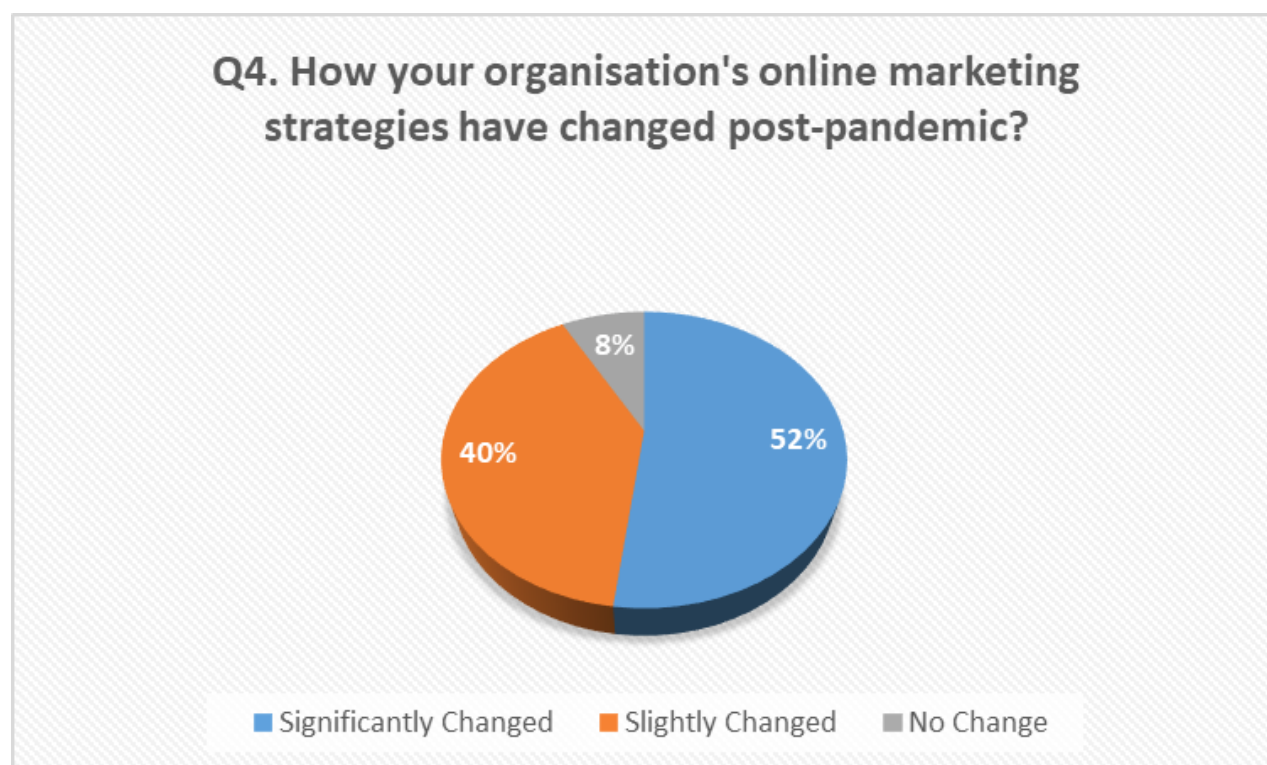


Fig 6: How your organisation's online marketing strategies have changed post-pandemic?

Source: (Self-Created)

Q5. Do you believe that changes in customer behaviour would impact the online sales practice of your organisation?

Options	Number of Response	Total Participants	Percentage
Yes	35	50	70%
No	5	50	10%
Not Sure	10	50	20%

Table 6: Do you believe that changes in customer behaviour would impact the online sales practice of your organisation?

Source: (Self-Created)



Fig 7: Do you believe that changes in customer behaviour would impact the online sales practice of your organisation?

Source: (Self-Created)

Q6. What are the main difficulties your organisation might face in handling online marketing and sales practice?

Options	Number of Response	Total Participants	Percentage
Technological adaptation	25	50	50%
Competition	10	50	20%
Regulatory compliance	15	50	30%

Table 7: Do you believe that changes in customer behaviour would impact the online sales practice of your organisation?

Source: (Self-Created)



Fig 8: Do you believe that changes in customer behaviour would impact the online sales practice of your organisation?

Source: (Self-Created)

Q7. Has your organisation adopted any new tools or technologies for their online marketing initiative in the post-pandemic era?

Options	Number of Response	Total Participants	Percentage
Yes	40	50	80%
No	10	50	20%

Table 8: Has your organisation adopted any new tools or technologies for their online marketing initiative in the post-pandemic era?

Source: (Self-Created)



Fig 9: Has your organisation adopted any new tools or technologies for their online marketing initiative in the post-pandemic era?

Source: (Self-Created)

Q8. How did your organisation adapt its digital sales techniques to meet transforming customers' expectations?

Options	Number of Response	Total Participants	Percentage
More personalised offers	10	50	20%
Enhanced online customer support	20	50	40%
Improved website functionality	20	50	40%

Table 9: How did your organisation adapt its digital sales techniques to meet transforming customers' expectations?

Source: (Self-Created)

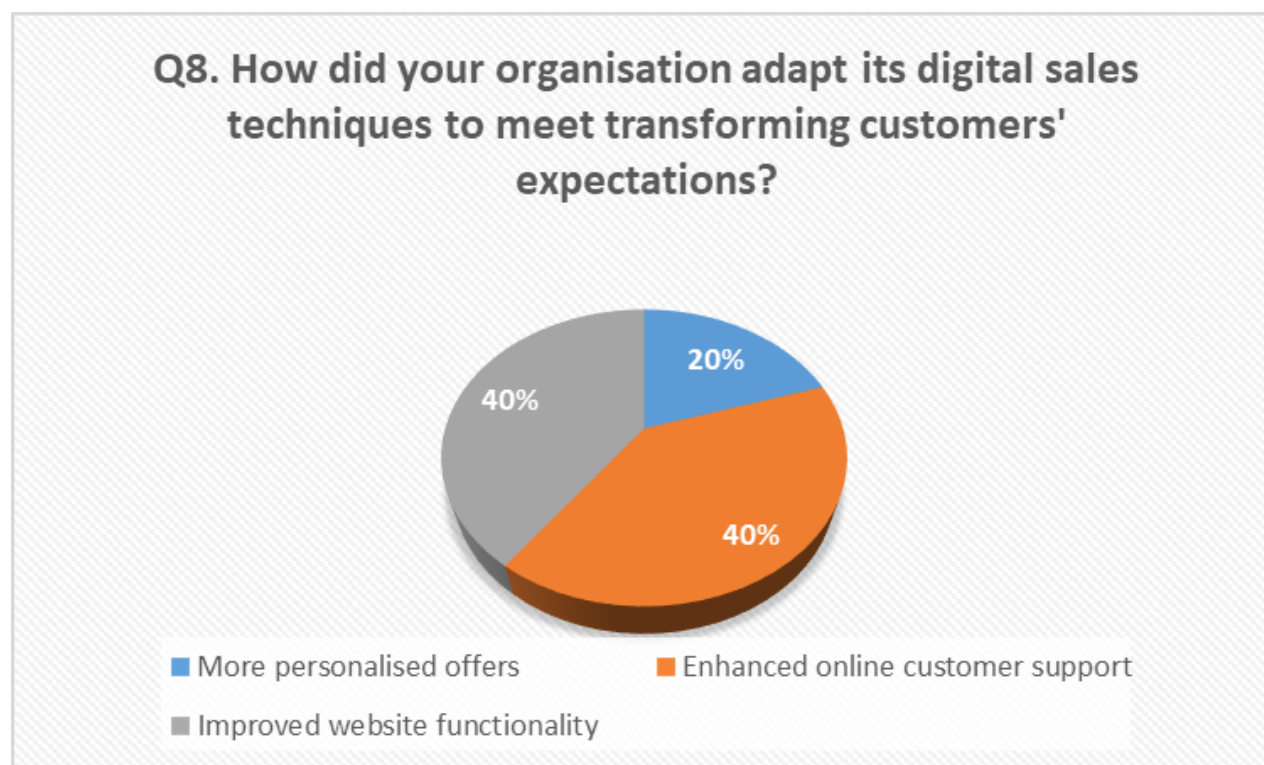


Fig 10: How did your organisation adapt its digital sales techniques to meet transforming customers' expectations?

Source: (Self-Created)

Q9. Which digital marketing channels have been proven to be most effective for your organisation post-pandemic?

Options	Number of Response	Total Participants	Percentage
Social Media	30	50	60%
Search Engine Marketing	15	50	30%
Email Marketing	5	50	10%

Table 10: Which digital marketing channels have been proven to be most effective for your organisation post-pandemic?

Source: (Self-Created)

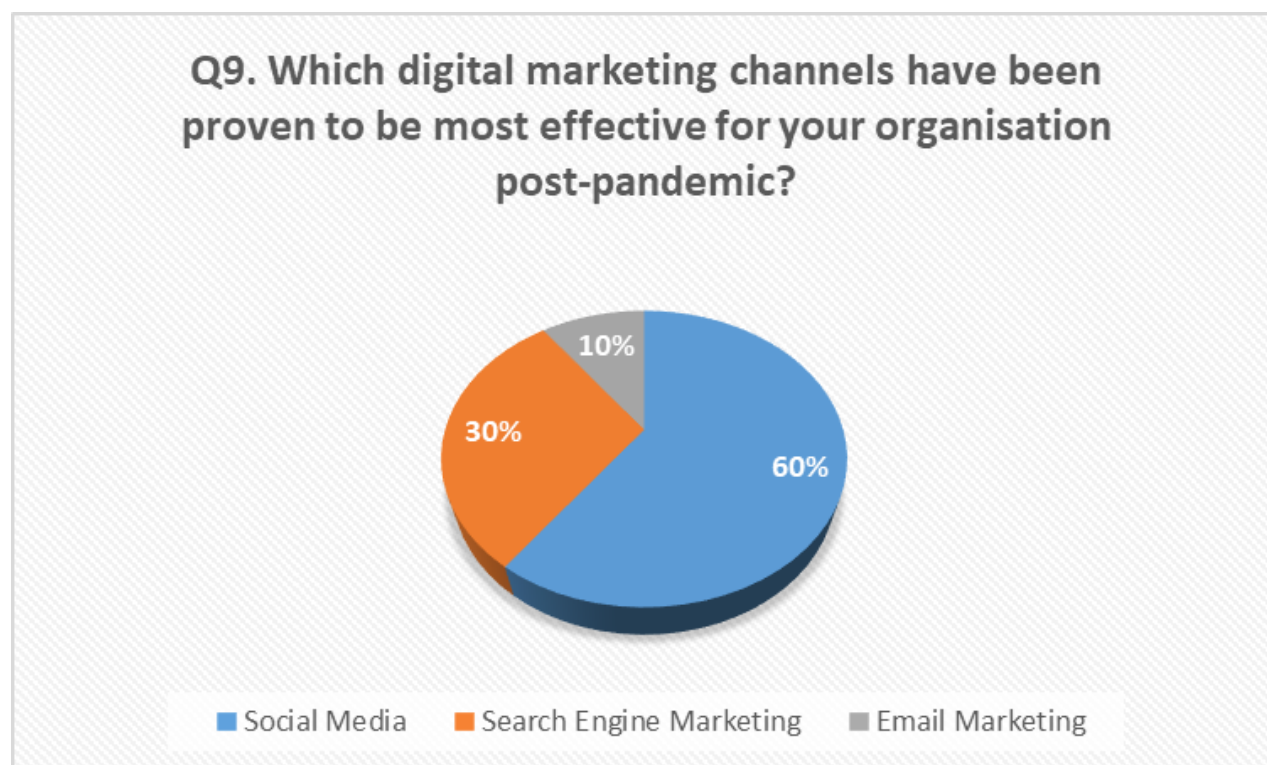


Fig 11: Which digital marketing channels have been proven to be most effective for your organisation post-pandemic?

Source: (Self-Created)

Q10. Does your organisation invest in additional training or resources for online marketing and sales?

Options	Number of Response	Total Participants	Percentage
Yes	30	50	60%
No	5	50	10%
Prefer not to say	15	50	30%

Table 11: Does your organisation invest in additional training or resources for online marketing and sales?

Source: (Self-Created)



Fig 12: Does your organisation invest in additional training or resources for online marketing and sales?

Source: (Self-Created)

Q11. How does your organisation measure the success of their online marketing efforts?

Options	Number of Response	Total Participants	Percentage
Website Traffic	25	50	50%
Sales growth	15	50	30%
Customer feedback	10	50	20%

Table 12: How do your organisation measure the success of their online marketing efforts?

Source: (Self-Created)



Fig 13: How do your organisation measure the success of their online marketing efforts?

Source: (Self-Created)

Q12. Have your organisations encountered any regulatory or compliance challenges in your online marketing and sales practices?

Options	Number of Response	Total Participants	Percentage
Yes	15	50	30%
No	15	50	30%
Not Sure	20	50	40%

Table 13: Have your organisations encountered any regulatory or compliance challenges in your online marketing and sales practices?

Source: (Self-Created)



Fig 14: Have your organisations encountered any regulatory or compliance challenges in your online marketing and sales practices?

Source: (Self-Created)

Q13. Do your organisation leverage data analytics or customer insights to inform decision-making in online marketing?

Options	Number of Response	Total Participants	Percentage
Yes	40	50	80%
No	10	50	20%

Table 14: Do your organisation leverage data analytics or customer insights to inform decision-making in online marketing?

Source: (Self-Created)

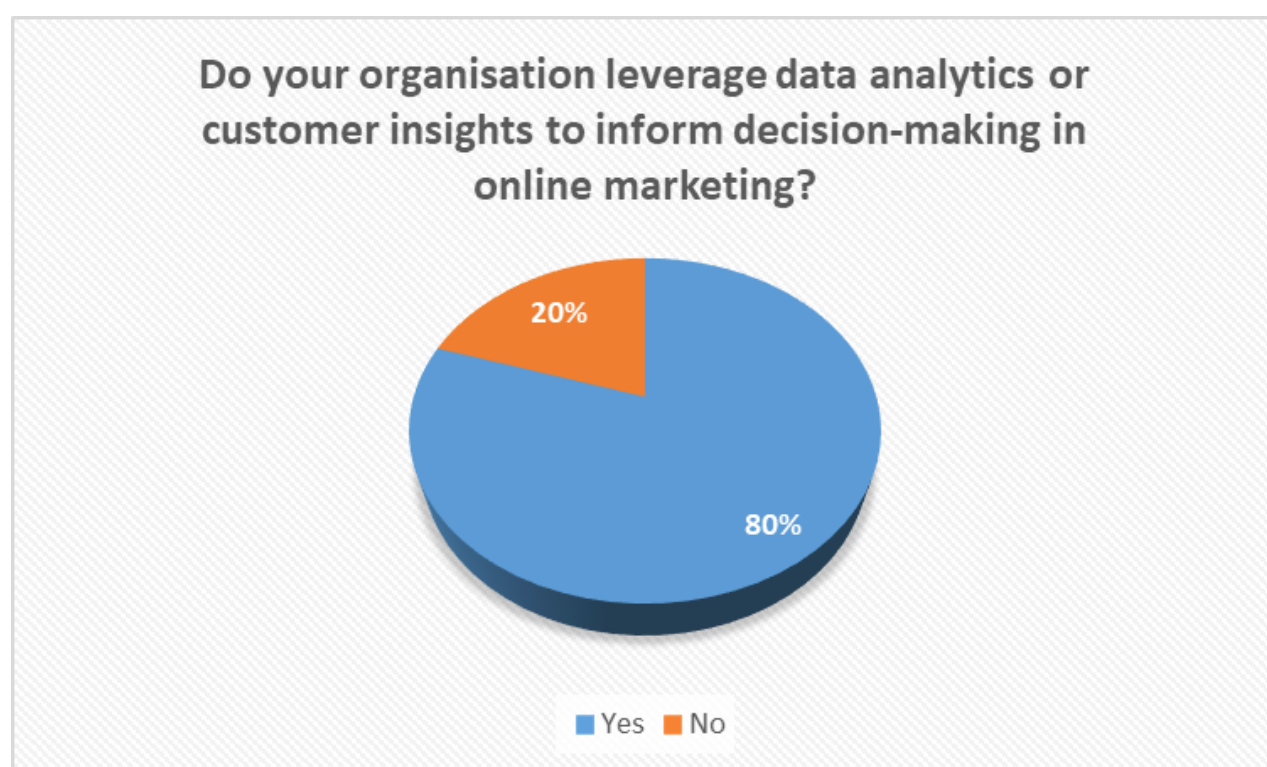


Fig 15: Do your organisation leverage data analytics or customer insights to inform decision-making in online marketing?

Source: (Self-Created)

Discussion

From the above survey findings, it has been found that almost 50% of the survey participants are under the age group of 20-30 years. This proves that there is a huge participation of younger generations in the online market domain. Further, 30% of the participants were female and the other 20% did not want to disclose their age details. Additionally, 60% of the survey respondent was male, which proves that the online market domain is dominated by men. Moreover, in terms of working experience, almost half of the research participants have been working in the online business environment for 1-2 years, suggesting a comparatively dynamic and young workforce. When the participants were questioned about how organizations adapted their online marketing strategies post-pandemic, almost 52% stated that their organisational strategies had changed significantly, while 40% stated there were slight changes. Further, this information explained that most organisations recognised the requirements for implementation to cope with the transforming business environment.

Predictably, an enormous 70% of participants assumed that variations in customer behaviour would influence the online sales practices of their organisations. This underlines the significance of staying familiar with changing consumer preferences. Moreover, as per Fig 7, it has been discovered that almost 50% of the survey participants stated that technological adaptations are the most concerning challenges encountered by their organisations. This further showcases the quick rate of technological advancements in the online marketplace domain. Furthermore, 30% of the respondents stated that regulatory compliance was the main challenge. Additionally, almost 80% of survey participants stated that their organisations had implemented new tools or technologies for their “online marketing initiatives” in a post-pandemic environment. This is a clear hint of the sector's adaptability and readiness to clinch innovation.

Further, to meet altering customer expectations, organisations usually employ various strategies. However, as per the survey response, both enhanced online customer support and improved website functionality were the most favoured approaches. Additionally, this highlights the significance of “user experience and customer-centricity” in the digital setting.

Further, when the respondents were questioned about their views on effective marketing channels almost 60% of the participants stated that social media marketing is best for effective digital marketing and 30% of the respondents stated that search engine marketing is the best marketing tool. However, the remaining 10% stated that email marketing would be best for effective digital marketing. Receptively, 60% of survey participants stated that their organisations have heavily invested in “additional training or resources” for online marketing and sales. Therefore, this indicates assurance of improving abilities and capabilities in the constantly changing digital realm. Moreover, when the participants were asked about how their organisation would measure the

success of their digital marketing initiative, almost 50% of the respondents stated that data about website traffic would be beneficial in measuring success and other 30% stated analysing the data about sales growth would help in measuring success.

Moreover, almost 40% of the responded reported that their organisation has been encountering regulatory or compliance difficulties within their online marketing and sales practices. However, this information accentuates the significance of staying up-to-date with legal requirements in the digital landscape. Lastly, almost 80% of the survey participants agree that their organisation leverages the use of data analytics and customer insight to inform decisions in online marketing. This proves that a data-driven strategy has huge significance in acquiring the marketing goals of the organisations.

Summary

This overall survey polls is focused on understand marketing and sales practices in post-pandemic, in the online business environment, with the help of the responses of the survey participants. However, based on the survey findings it can be stated that the marketing and sales particles of the organisation operating in UK have drastically changed in post-pandemic era due to factors such as changing customer behaviour and technological advancement. Therefore, focusing on enhancing online marketing and sales parctices with the help of modern tools and technologies would be beneficial for the organisation.

Chapter 5: Conclusion Limitation and Recommendation

Introduction

This particular dissertation is focused on understanding marketing and sales practices in post-pandemic, in the online business environment. Further, these sections will provide a conclusive paragraph for each chapter of the dissertation.

Conclusion

The first chapter of the research establishes the context by offering a perceptive overview of how marketing and sales strategies have changed in the aftermath of the pandemic, especially in the context of a web-based company. It emphasizes the industry's rapid expansion in the field of digital marketing and the transition to internet-based platforms. Further, the problem statement highlights the difficulties that companies experience as they attempt to adjust to these developments and highlights the crucial role technological advancement plays in changing marketing and sales processes. Moreover, the goals and objectives of this investigation are readily apparent, with an emphasis on comprehending the issues that firms face, evaluating developments in digital sales and marketing methods, and looking at tactics employed to improve internet-based company operations. These goals are in line with the investigation's questions and offer an official structure for research. Further, in the second chapter the bibliographic assessment, offers a thorough summary of the modifications made in advertising tactics and sales techniques, the difficulties firms experienced, and the tactics used in the after the pandemic internet business climate. The research is supported by the integration of a number of ideas, particularly the "Social Influence Theory and Kotler's marketing theory". However, the study of the literature has a few drawbacks, including a scarcity of current data and a more thorough examination of the effects of following the pandemic alterations on organisations. These discrepancies point to a requirement for additional study in this field. The study methodology is described in the third chapter along with the "research philosophy, approach, paradigm, strategy, sample techniques, and data collection tools". further, a well-organized and robust methodology is demonstrated by the employment of a "positive research philosophy, a deductive research approach, quantitative research techniques, and simple random sampling". The preservation of respondent information and adherence to pertinent laws are both ensured by ethical considerations.

Conclusion on research problems

Inadequate research or information about the marketing and sales practices of the business operating in the UK online business environment is the main problem of the research. However, these issues can be resolved with the help of this dissertation because the main aim of this dissertation is to

understand marketing and sales practices in post-pandemic and suggest best practices for organisations.

Summary of the research findings and outcomes

The study results also offer significant perspectives into the post-pandemic patterns in the internet market arena. They draw attention to the enormous influence of younger people on the industry's male predominance, and the acceptance of the necessity for strategic adjustments. Moreover, participants have also highlighted the impact of shifting buyer habits and the difficulties associated with technological adaption. The desire for customer-focused initiatives, such as enhanced website performance and assistance, and the emphasis on information analysis for decision-making highlight how digital methods of advertising and sales are changing.

Original Contributor of the Research

Through carefully inspecting the overall research process and its purpose, it can be stated that academia is the original contributor of this particular research.

Limitation of the Research

Since this dissertation was heavily focused on the procurement of the first-hand data for the data collection and analysis process. Therefore, the findings of the research lack in the evidence and support of secondary information and data.

Recommendation

- To effectively handle and enhance the sales and marketing practices of the organisation in a post-pandemic era they have focused on embracing a data-driven decision-making approach because it will allow them to develop marketing practices according to the customer's data (Rangarajan *et al.*, 2021).
- To ensure a competitive edge in the market, organisations working in a digital business environment have to focus on staying updated with the latest digital platforms and tools because technology is the future of business.
- To effectively understand the changing behaviour of customers and to fulfil their needs, organisations have to focus on adopting agile marketing strategies because it would permit them to make quick changes in their business operations and approach (Rozak, 2021).

Summary

This conclusive chapter have been successful in presenting the overall conclusion of the whole dissertation. Further, this chapter have also effective outlined conclusion about research problems, limitations and findings, which would help in effectively understanding the research subjects. Further, the chapter have also provided some suitable recommendation which would help organisation in enhancing their marketing and sales practice.

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Terms of Glossary missing

Appendix

Survey Questions

Q 1: Structure of Research

Q 2: Gantt Chart

Q 3: What is your Age Group?

Q 4: What is your Gender?

Q 5: How long you have been working in a company that operates an online business?

Q 6: How your organisation's online marketing strategies have changed post-pandemic?

Q 7: Do you believe that changes in customer behaviour would impact the online sales practice of your organisation?

Q 8: Do you believe that changes in customer behaviour would impact the online sales practice of your organisation?

Q 9: Has your organisation adopted any new tools or technologies for their online marketing initiative in the post-pandemic era?

Q 10: How did your organisation adapt its digital sales techniques to meet transforming customers' expectations?

Q 11: Which digital marketing channels have been proven to be most effective for your organisation post-pandemic?

Q 12: Does your organisation invest in additional training or resources for online marketing and sales?

Q 13: How do your organisation measure the success of their online marketing efforts?

Q 14: Have your organisations encountered any regulatory or compliance challenges in your online marketing and sales practices?

Q 15: Have your organisations encountered any regulatory or compliance challenges in your online marketing and sales practices?

Gantt Chart

Activities	Start date	End date	Duration
Selection of research topic	1-Aug	4-Aug	4
Formulate objectives	5-Aug	7-Aug	3
Conduct literature Review	8-Aug	15-Aug	8
Select the appropriate method for the research	16-Aug	18-Aug	3
Conclude the research	19-Aug	25-Aug	4
Submission	30-Aug	31-Aug	2

Table No.1: Work Breakdown Structure

(Source: Learner)

Gantt Chart

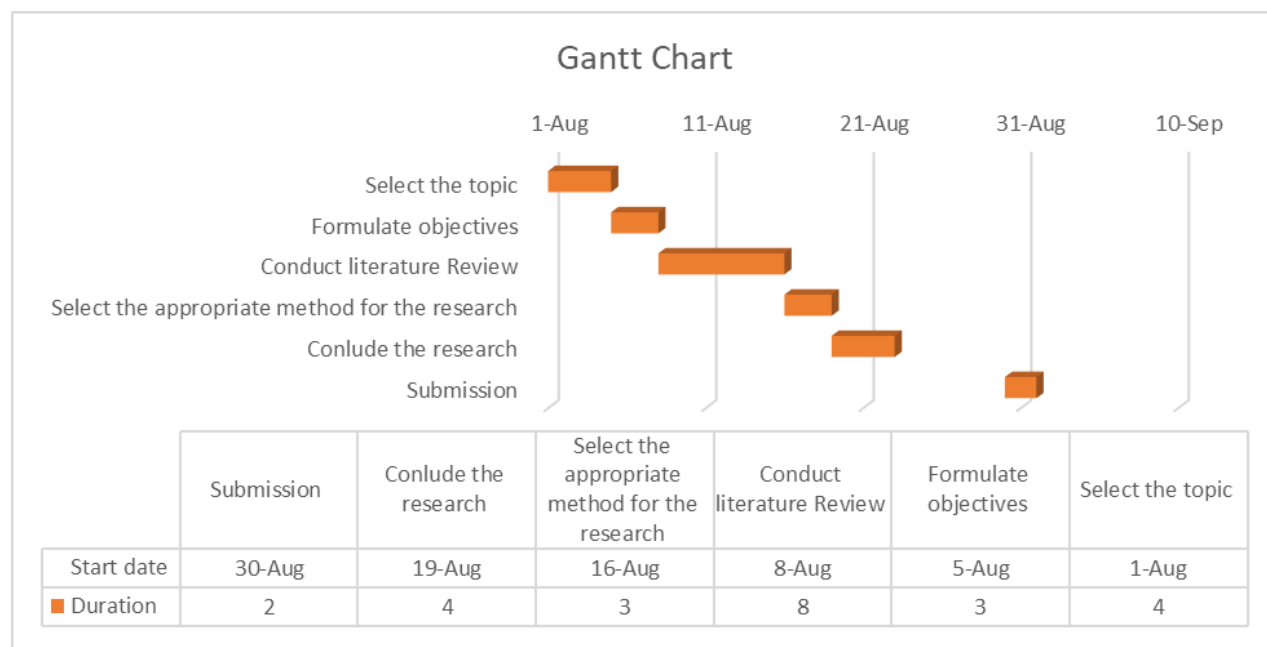


Figure no 2: Gantt Chart

(Source: learner)

