

Digital Food Marketing in Post COVID-19: The Mediating Role of Relationship Marketing

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ABSTRACT:-

Aim/Purpose:- The aim of the research is to investigate the role of digital media marketing practices of food related products to the consumers. The Digital food marketing influences the consumers by fulfilling the psychological and esteems needs of the consumers. The various digital media platforms are frequently used like: social media, company websites, cell phone apps, tablets, blog advertisements, YouTube advertisements, behind the food footages, are facilitating for digital marketing. The growing literacy, income, youth population, aspirations are encouraging the digital food marketing in India. Now a days the digital food marketing platforms fulfills the aspirations and generate revenue to the country also. Especially, the Post COVID-19, created such circumstances to depend more on digital platform to receive orders and for food. It created an emergence for digital literacy in India. Now, the digitalization has become part of retail industry, the retailers are coming with innovative strategies to render the services to the customers. **Outcome:-** The outcome of the research witnessed that the mediating role of relationship marketing in relationship between the digital platform for food marketing with respect to customer expectations and satisfactions in the contemporary aspects. **Research Methodology:-** The model has been developed based on secondary data sources as literature supported that the mediating variable the relationship marketing plays a crucial role to bring significant relationship high customer satisfaction and sales turnover. **Generalizability:-** The outcome of the research can be generalized where need arises to measure the customer

satisfaction with respect to mediating variable of relationship marketing. **Originality:-** The research has not been copied from any sources the developed model which is sophisticated in nature.

Key words:- food Marketing, Digital Marketing, relationship Marketing, social Marketing, etc.

Introduction:-

As it is witnessed from the literature evident that the role of digital platform plays a significant role to market the products to the end users especially in pandemic days and even post pandemic also. The aim of the present research to investigate the relationship between the facilitating factors of digital marketing and the intermediary role of relationship marketing with respect to meet the customer expectations, high customer satisfaction, sales turnover, repeat purchase and purchase decision of customers in the present scenario. In fact, the pre and post pandemic days the digital media have taken a crucial role to make it available a product to the end users. There are various platforms are available to make it available food products to the end users like: social media, company websites, cell phone apps, tablets, blog advertisements, youTube advertisements, food footages, images and video content and other type of medias are available to promote our product to the end users.

Review of Literature:-

The digital platform has become one of the emerging sources of business. It is a combination of technology and socially enabled platform where people can exchange information, ideas, views and other aspects related to a business. In the contemporary scenario the digital platform has become trend to perform the things electronically while ordering and delivering^[1]. There are numerous online applications which facilitates for delivering food. The online digital process will reduce the human interaction with respect to ordering goods, delivering and providing other services^[2]. The learning aspects of customers and knowledge over sophisticated technology are facilitating to adopt the technology while ordering and having social expectations further the retail client satisfaction which is essential and building a positive customer relationship also plays a significant role for long-run survival^[3]. There are various aspects like: content availability in websites, ease of use, ease of use of information, minimal perceived risk, transaction security and the minimal prices are the major aspects of high customer satisfaction and these could be the influencing factors further the long-run relationship with the customers depends up on the user friendly approach towards customers^[4]. The user friendly websites, simplicity over tracing data, value based security and the associated cost elements plays a significant role while maintain strong and long-run relationship with the customers. The content available in the website will

facilitates for saw chance which brings value addition. The comfort while accessing the website and easiness are the major influencing factors of digital marketing/social media marketing in the contemporary context ^[5]. The gaining the competitive advantages with respect to quick and prompt response are the major aspects. The latest technology facilitated in such a manner the physical interaction and physical distance decreased. The feasibility of product differentiation, demonstration facilitates to attract the customers ^[6]. The digital apps and e-commerce websites have shown many advantages with convenience, transparency with security. This convenience witnessed in all sectors. Even in food product delivery also there are many online apps facilitates for directly delivering products to the end users ^[7]. The grocery and food items delivery through online facilitated and created an opportunity for the end users in India. Especially in India the digital platform created to enhance the GDP of the nation. Therefore, in all aspects the online/digital, platform created value to the customers while rendering services to the customers.^[8]The upcoming entrepreneurs have taken the advantage of digital platform for promoting their products via online and created an opportunity to the buyers and sellers in the competitive edge. Especially the upcoming entrepreneurs benefited a lot from by taking the advantage of digital platform ^[9].The worldwide food products delivery of markets stands at 4%. This digital market has been created a chance to the users to order the FMCG and food products through online. Therefore, the digital platform created and has become value addition to the customers ^[10].

Objectives:-

1. To study the role of digital marketing for delivering the food products in the contemporary context.
2. To study the mediating role of relationship marketing to build relationship between the digital marketing with respect to high customer satisfaction.
3. To suggest the best practices for digital marketing for food products delivery.

Scope of the Study:-

The scope of the present research with respect to objectives tries to investigate the intermediary role of digital marketing in between the facilitating factors of digital marketing with respect to high customer satisfaction and the sales turnover of the organization.

Need and Importance of the Study:-

There is a need to study the importance of digital marketing in pre and post pandemic days. The digital marketing played a crucial role especially in pandemic days. Many of the food product suppliers and other businesses turned towards the digital marketing. The present research aims to investigate the mediating role of relationship marketing in relationship between facilitating factors of digital marketing with respect to meet the customer expectations, high customer satisfaction, sales turnover, repeat purchase.

Statement of the Problem:-

The title entitled to study the mediating role of relationship marketing in between the facilitating factors of digital marketing with respect to outcome variable further tries to study the direct and in-direct relationship among the variables in the contemporary scenario.

Hypothesis of the Study:-

H_a(1): There is a significant positive relationship between the facilitating factors of digital marketing with respect to the outcome variables(to meet customer expectations, satisfactions, turnover and purchase decisions).

H_a(2): The Mediating variable Relationship marketing facilitates the relationship between the Digital Marketing Strategies with respect to meet customer expectations, satisfaction, sales turnover, purchase and decisions.

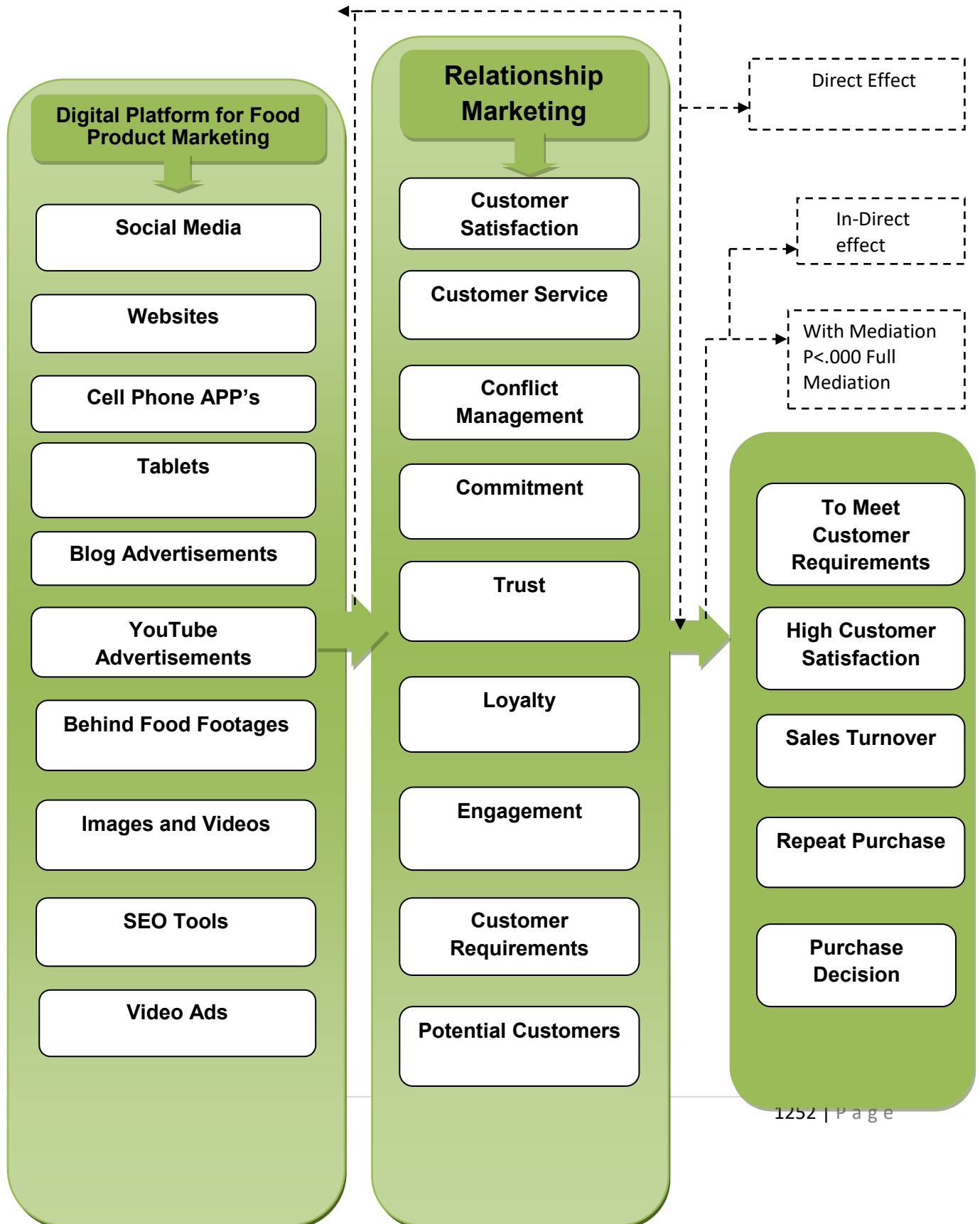
Data Analysis and Interpretation:-

It is evident from the above figure.1 that the role of digital media in food marketing, the mediating role of relationship marketing place accrual role. The model basically having three categories of variables: Independent, mediating and dependent variables. The model has been categorized into three parts digital platform for food products marketing, relationship marketing and outcome with respect to customer satisfaction. The digital platform for food products marketing include websites, cell phone apps, tablets, Blog advertisements, YouTube advertisements, behind food footages, images and videos, SEO tools , video ads emails and press release followed by the mediating variables includes conflict management, commitment, trust, loyalty, engagement, customer requirements, potential customers, long term commitment, outcome include to meet customer requirements high customer satisfaction, sales turnover, repeat purchase, and purchase decisions. It is evident from the literature that relationship marketing shows significant relationship between Digital platform for food product marketing to meet customer requirements and high customer satisfaction. Without mediating variable of relationship marketing, digital platform for food product marketing shows significant

relationship with the outcome variable customer requirements and customer satisfaction then it will fall under partial mediation with intermediately variable relationship marketing significant relationship among digital platform for food products marketing and relationship marketing and outcome variable which includes requirements and high customer satisfaction then it will fall under full mediation. Partial and full mediations place a significant role as relationship marketing brings a positive relationship between digital platform of food products marketing with respect to meet customer requirements and high customer satisfaction and sales turnover of the company. The model can be better understood by implementing structural equation modeling analysis using SPSS and AMOS. The goodness of fit index and its related measures will you accuracy of the model the GFI, AGFI, TLI, CFI, NFI should be greater than 0.90 and RMSCA should be less than 0.08 and the chi-square value ($P < .000$) then it indicates a good model. It is evident from the figure 2 that the model shows the two different types of effects. The direct effect and the indirect effect. Without mediation if we are trying to test the relationship between independent variable and the dependent variable we call it as the direct effect.

Figure1:- The Mediating Role of Relationship Marketing in between Digital Platform for food Products Marketing and the outcome variable.

P<.000 without Mediation
Partial Mediation

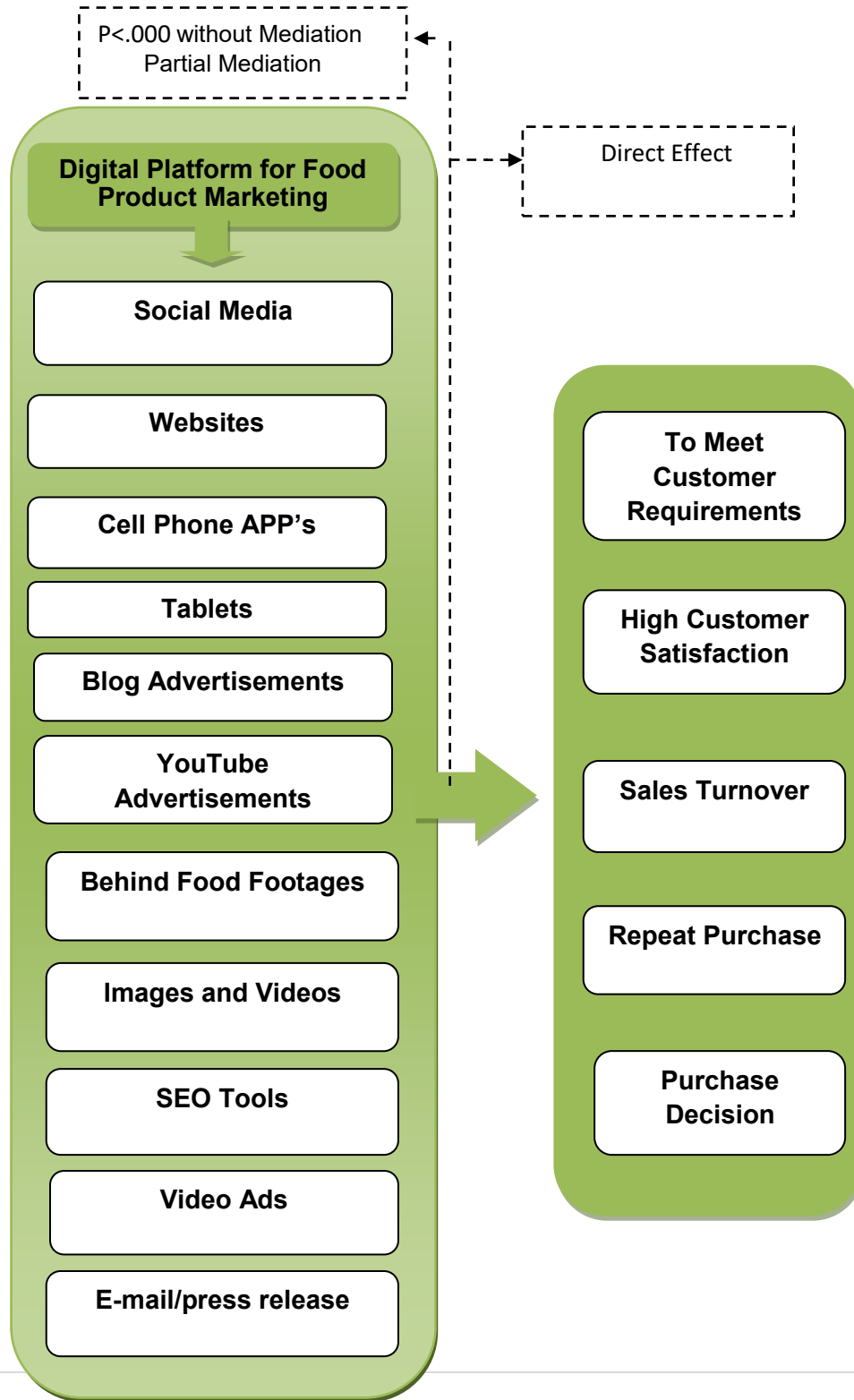


e-mail/press release

Long-term
commitment

If the effect shows a significant relationship then it will fall under partial mediation. The list of Independent variables includes social media websites, cellphone apps, tablets, blog advertisements, YouTube and behind food footages, images and videos, SEO tools, video ads email and press releases shows a significant relationship with the dependent variable then it will fall under the partial mediation.

Figure2:- The Relationship between the facilitating factors of Digital Marketing with respect to the dependent variable customer requirements, high customer satisfaction and sales turnover.



The total effect it is a combination of direct and indirect effect which include partial mediation and full mediation. The total effect among the three different categories of variables namely independent, mediating and dependent variables. Relationship with the mediating variable like relationship marketing and the dependent variable is outcome of the model. independent variables include social media, websites, cellphone apps, tablets, blog advertisements, YouTube advertisements, behind food footages, images and videos, SEO tools, video and image/press releases may show a significant relationship with the outcome of the customer requirements high customer satisfaction sales or repeat purchase and purchase decisions. The mediating variable includes a list of variables like customer satisfaction, customer service conflict management, commitment, engagement customer requirements potential customers long-term commitment on all these various relationship marketing factors may show a significant relationship between independent variables and dependent variables.

Conclusion:-

Therefore, it can be concluded that the role of digital marketing plays a crucial role while promoting product in the pandemic days at the same time the role of relationship marketing also plays a crucial role to build the relationship between the facilitating factors of digital marketing with respect to the outcome variable. It is necessary in the contemporary scenario that, people need to be educated with respect to gain advantage over usage of digital marketing to gain the customer attention.

Scope of future Research:-

The scope of future research can be extended in such a manner that the role of brand image to promote the food products digitally. This can give value advantage to the customers in the contemporary phenomenon. Further the research can be extended in such manner to study the role of logistics and supply chain management and its impact on food supply industry in the pandemic days.

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