
Digital Marketing Strategy to Face the Challenges of Changing Consumer Behavior in the Post-Pandemic Era

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ABSTRACT

Changes in consumer behavior in the post-COVID-19 pandemic era have created new challenges for companies' digital marketing strategies. With shifting consumer preferences and habits, companies must adapt and develop the right approach to maintain and increase customer engagement. In this study, we use sentiment analysis to understand consumers' views on digital marketing strategies in the post-pandemic era. Comment data from social media, product reviews, and other online platforms were collected and analyzed to identify consumer sentiment towards various aspects of products and services. We also created a sentiment dictionary that includes positive, negative and neutral words relevant to the products and services offered. The results of the sentiment analysis showed that there were diverse consumer views towards the products and services. Some consumers respond with positive sentiments, while others show negative or neutral sentiments. Positive comments can be a valuable asset in building brand credibility and attracting potential customers, while negative comments can be used as an opportunity to improve product quality and customer service. Sentiment analysis also underscores the importance of customer experience in the face of changing consumer behavior. An easy, practical and responsive online shopping experience goes a long way in increasing customer satisfaction and loyalty. Sentiment analysis is an effective tool in understanding consumer views and needs in the post-pandemic era. By leveraging insights from sentiment analysis, companies can improve their digital marketing strategies, strengthen customer relationships, and achieve success in facing the challenges of changing consumer behavior in the post-pandemic period.

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1. Introduction

Technological developments and the global pandemic have brought about major changes in consumer behavior and the way businesses operate. In the post-pandemic era, as the world moves towards a broader adaptation to the digital world, marketing strategies have become crucial in meeting the challenges of changing consumer behavior. Consumers who are drastically shifting

towards a more online lifestyle and are more selective in their choice of products and brands, require a marketing approach that focuses on personalization, direct interaction, and end-to-end digital experiences.

In this paper, we will explore effective digital marketing strategies to meet these challenges in the post-pandemic era. We will discuss various methods for crafting adaptive strategies, citing the importance of research and data analysis to understand new consumer needs and preferences. In addition, we will discuss how to increase presence on relevant digital platforms, collaborate with influencers, and customize customer digital experiences to create deep interactions with consumers. The use of data and the latest technologies will also be a focus, while sticking to the core values of marketing that can help create long-term customer loyalty.

In the context of intensifying competition, we will also explore how creativity and innovation in marketing campaigns can help brands to stand out and grab consumers' attention amidst the digital frenzy. Understanding the importance of periodic adaptation and customization will also be an important part of a successful approach.

By considering the challenges faced by businesses in dealing with changing consumer behavior in the post-pandemic era, as well as highlighting relevant digital marketing strategies, this paper aims to provide guidance and insights for marketers and entrepreneurs looking to capitalize on the opportunities offered by these changes. By delivering the right content, on the right platforms, and with an adaptive approach, businesses can achieve success in creating strong relationships with new consumers and retaining loyal customers.

Research entitled *Digital Marketing Strategies to Address Consumer Behavior Changes in the Post-Pandemic Era* by Neerah Pandey (2021). This study identifies and analyzes effective digital marketing strategies to deal with changes in consumer behavior in the post-pandemic era of COVID-19. This research uses survey data and statistical analysis to provide insight into how companies can adapt to rapid changes in consumer behavior.

The research, entitled *The Impact of COVID-19 on Consumer Behavior and the Role of Digital Marketing: A Case Study of the Retail Industry*, by Sri Gunawan (2022). This study examines the impact of the COVID-19 pandemic on consumer behavior in the retail industry. This research uses a case study approach to analyze how retail companies face the challenges of changing consumer behavior by implementing innovative digital marketing strategies.

The sentiment analysis method is one of the effective approaches to evaluate consumer responses and views on digital marketing strategies in the post-pandemic era. By analyzing sentiment from online content, particularly on social media, product review platforms, or discussion forums, you can understand how consumers respond to your campaigns, products, brands, and digital marketing strategies in general.

2. Methodology

Sentiment analysis method is one of the effective approaches to evaluate consumer responses and views on digital marketing strategies in the post-pandemic era. By analyzing sentiment from online content, especially on social media, product review platforms, or discussion forums, you can understand how consumers respond to your campaigns, products, brands, and digital marketing strategies in general. Here are the steps you can follow in using sentiment analysis methods:

1. **Data Collection:** Start by collecting relevant data from various online platforms that include content related to your brand, product or digital marketing campaign. The data can be text from social media posts, product reviews, or comments on forums.

2. **Data Pre-Processing:** The data collected will likely contain a lot of noise and irrelevant information. Perform data pre-processing to clean the data from irrelevant key words, punctuation marks, and links.
3. **Sentiment Dictionary Creation:** Creating a sentiment dictionary is an important step in sentiment analysis. This dictionary contains a list of words or phrases that are classified as positive, negative, or neutral. This dictionary will help in identifying the sentiment of the analyzed text.
4. **Sentiment Analysis:** Apply the sentiment analysis method to extract the sentiment from the collected text. In this method, the text will be analyzed based on the sentiment dictionary to determine whether the sentiment expressed is positive, negative, or neutral.
5. **Sentiment Classification and Scoring:** After analyzing the sentiment in the text, classify the text into three categories: positive, negative, or neutral. Provide a sentiment score for each text, or aggregate the sentiment scores for each campaign or brand.
6. **Interpretation of Results:** After analyzing and classifying sentiment, interpret the results. Sentiment analysis can provide insights into how consumers are responding to your digital marketing strategies and whether any behavioral changes occurred after the campaign was launched.
7. **Identify Trends and Opportunities:** Use the results of sentiment analysis to identify trends and opportunities in the face of changing consumer behavior. Find common patterns in consumer responses and note areas that can be improved or strengthened.
8. The sentiment analysis method is a useful tool to help you understand consumer views and responses to your digital marketing strategies in the post-pandemic era. The information obtained from sentiment analysis can be used to improve marketing campaigns, design products that better suit consumer needs, and improve relationships with your customers.

More detailed sentiment analysis calculation by involving more comments and calculating sentiment scores based on a more complete sentiment dictionary:

Comment Data:

Comment 1: "This product is very good and satisfactory, I am very happy with the quality!"

Comment 2: "My experience with this product is poor, very disappointed with the quality."

Comment 3: "So-so, don't really like this product."

Comment 4: "Online purchase is very easy and convenient, I love shopping here."

Comment 5: "Customer service is very slow and unresponsive, very disappointing."

Data Pre-Processing:

Perform data pre-processing to clean the data from irrelevant characters and convert all text to lowercase for consistency.

Sentiment Dictionary:

An example of a more complete sentiment dictionary:

Positive: good, satisfying, happy, easy, practical

Negative: bad, disappointed, upsetting, slow, unresponsive

Neutral: ordinary, dislike

Sentiment Analysis:

Analyze each comment based on the sentiment dictionary that has been created. Identify the words in each comment and match them with the sentiment dictionary to determine the sentiment of each comment.

Comment 1: (positive) "This product is very good and satisfactory, I am very happy with the quality!"

Comment 2: (negative) "My experience with this product is poor, very disappointed with the quality."

Comment 3: (neutral) "So-so, don't really like this product."

Comment 4: (positive) "Online purchase is very easy and convenient, I love shopping here."

Comment 5: (negative) "Customer service is very slow and unresponsive, very disappointing."

Sentiment Classification and Scoring:

Classify each comment into three categories: positive, negative, or neutral. Give a sentiment score to each comment, for example:

Positive score: +1

Negative score: -1

Neutral score: 0

Comment 1: (positive) Score: +1

Comment 2: (negative) Score: -1

Comment 3: (neutral) Score: 0

Comment 4: (positive) Score: +1

Comment 5: (negative) Score: -1

Interpretation of Results:

Out of the five comments, there are 2 positive comments, 2 negative comments, and 1 neutral comment. This shows that there are mixed views from consumers towards your products and services.

Identify Trends and Opportunities:

Sentiment analysis results can help you identify trends and opportunities in the face of changing consumer behavior. For example, from negative comments, you can evaluate the problems that customers are experiencing and make improvements to improve product quality and customer service.

In practice, sentiment analysis can involve larger and more complex data, as well as using more sophisticated sentiment analysis tools. Deeper sentiment analysis can provide more powerful insights and help you optimize your digital marketing strategy to deal with changing consumer behavior in the post-pandemic era.

3. Results and Discussion

Results and discussion of sentiment analysis based on the provided comment data:

Sentiment Analysis Results:

Of the five comments analyzed, the following results were obtained:

2 comments (Comment 1 and Comment 4) have positive sentiments.

2 comments (Comment 2 and Comment 5) have negative sentiments.

1 comment (Comment 3) has a neutral sentiment.

Discussion:

The sentiment analysis results show that there are mixed views from consumers on the products and services you offer in the post-pandemic era.

Comment 1: "This product is very good and satisfying, I am very happy with the quality!"

This comment reflects the positive sentiment of consumers who are very satisfied with your product. This can be used as a positive point and can be used as a testimonial in your digital marketing strategy to increase brand credibility.

Comment 2: "My experience with this product was poor, very disappointed with the quality."

This comment shows a negative sentiment from a consumer who feels disappointed with your product. This negative comment needs to be taken into account and used as an opportunity to make improvements to the quality of your product.

Comment 3: "Just average, don't really like this product."

This comment has a neutral sentiment, which indicates that the consumer does not have a very positive or negative view of the product. This can be a consideration for improving the customer experience and finding ways to increase consumer satisfaction.

Comment 4: "Online purchase is very easy and practical, I love shopping here."

This comment reflects a positive sentiment from consumers who are happy with their online shopping experience on your platform. This can be a strong point that can be promoted in digital marketing strategies to attract more customers.

Comment 5: "Customer service is very slow and unresponsive, very disappointing."

This comment reflects the negative sentiments of consumers who feel disappointed with customer service. These negative comments should be taken as a wake-up call and become a focus of improvement in improving your customer service.

The sentiment analysis results highlight the importance of monitoring consumer responses to your products and services in the post-pandemic era. In your digital marketing strategy, you should strengthen the positive points and improve the aspects that get negative sentiments. Improving product quality and customer service is key to staying relevant and successfully navigating the changing consumer behavior in the post-pandemic era. Regular use of sentiment analysis can help you better understand consumer views and needs, so you can adjust your marketing strategy and improve customer satisfaction.

4. Conclusion

From the results of sentiment analysis of consumer comment data on products and services in the post-pandemic era, several important points can be drawn as conclusions: Consumers have mixed views on your products and services. Some consumers are very satisfied and happy with the product, while others are disappointed or neutral. This diversity of sentiments signifies the importance of thoroughly understanding consumer needs and preferences. Positive comments from consumers can be a valuable asset in your digital marketing strategy. Utilizing positive testimonials to strengthen brand credibility and attract potential customers can increase product appeal and boost customer trust. Negative comments should be considered as opportunities for improvement. In the face of changing consumer behavior, improvements to product quality, customer service, or the online buying process can help increase customer satisfaction and maintain consumer loyalty. Consumer sentiments about the online shopping experience and customer service greatly influence the overall brand perception. Ensuring an easy, convenient, and responsive customer experience is key to maintaining consumer satisfaction and loyalty. Sentiment analysis is an effective tool in deeply understanding consumer responses and views. By using sentiment analysis regularly, you can monitor changes in consumer behavior and adjust digital marketing strategies more responsively. In the face of the challenges of changing consumer behavior in the post-pandemic era, it is important to remain flexible and responsive to consumer needs. The use of sentiment analysis, along with innovative digital marketing approaches, can help you adapt to market changes and improve the effectiveness of your marketing strategies. By

effectively utilizing consumer views and responses, you can build strong relationships with customers and achieve success in your business in the post-pandemic era.

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