

IMPORTANCE OF DOORSTEP MARKETING OF ENTREPRENEURS ON PANDEMIC SITUATIONS

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People in the world had used renowned supermarkets and shopping centers for their daily needs and wants till the end of 2019. With the spreading of the Covid-19 pandemic, consuming and shopping styles of customers worldwide were significantly changed from traveling and shopping into doorstep shopping. Most of the Sri Lankan customers were tend to doorstep shopping for daily needs after COVID 19. This study evaluated the importance of doorstep marketing in pandemic situations and provides the appropriate suggestions to enrich the effective doorstep marketing system in a pandemic situation. The total number of 103 labours were selected from Kahathuduwa North GN Division using a convenience sampling method. Primary data were collected by using a structured questionnaire. Secondary data were collected by using published journal articles and conference papers. Results revealed that most (78%) of respondents like doorstep marketing while some healthcare issues being present as a limitation. Mainly 81% of people using doorstep marketing to fulfill their food needs. 67% of the respondents accepted this doorstep marketing in pandemic situations and 58% of respondents suggested continuing this marketing method to the future. From the given total marks these four statements have the highest marks respectively “Entrepreneurs should give an opportunity to customers to use bank cards”(Mean=4.8), “Entrepreneurs should maintain proper time table”(Mean=4.5), “Entrepreneur can use new technology (social media) to doorstep marketing” (Mean=3.8) and “Entrepreneurs should sell sanitary items also”(Mean=3.5). It can be concluding that willingness of customers is very high and entrepreneurs have a good opportunity to improve doorstep marketing in the future. Top-level authorities, Government, Universities, Researches, and trade associations have to identify this situation and take necessary actions in the future.

Keywords: *Doorstep marketing; COVID 19; Entrepreneur*
