

Impact of Digital Media on Consumer Buying Behaviour

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Abstract

Digital technology has altered the retail scene in recent years, and there are signs that it will continue to do so in the future. Consumer surveys, which show the extent to which digital technologies have become interwoven into the shopping experience, are proof of this. Retail has grown considerably more reliant on technology and social media effects, from complete price transparency to cellphone notifications and social sharing. In this new

climate, a responsive and forward-thinking store can please customers by emphasising a seamless digital experience. Responsive website design, tailored notifications, and an engaging content strategy are some of the options accessible to businesses. The seamless integration of these technologies into the purchasing experience may help a business attract new customers while also increasing loyalty among existing ones.

To accomplish my goals, I did primary research by developing questionnaires to examine the influence of digital media on users' shifting purchasing habits.

INTRODUCTION

In today's technology-driven society, we use a variety of digital gadgets in our daily lives. Smart phones, laptops, computers, and televisions, among other digital gadgets, are the most commonly utilised. People's routines, interests, and purchasing behaviour have all been influenced by digital technologies. The adoption of digital technologies has altered how consumers look for product information and engage with businesses. Consumers are engaged by digital media since it provides them with necessary information as well as a variety of product options. Computers, smart phones, and other digital media have grown increasingly popular for online information

search, and most customers prefer to utilise these new digital media over conventional ones. Consumer behaviour has been influenced by the emergence of digital media. If a consumer needed to buy anything in the past, he would go to numerous stores and do a cost study. With the introduction of digital technologies, the entire shopping experience has completely transformed the marketing

landscape and customer purchasing behaviour. It has transferred power away from marketers and into the hands of customers. Customers may read reviews, acquire information about various items, and compare features and costs of products from different vendors using digital media without having to enter or visit storefronts.



Figure 1: The New Consumer Journey

DIGITAL MEDIA

Digital media is any type of media or content that is stored in digital or electronic formats, and usually distributed online for entertainment and convenience of consumers. On digital media files, data can generally be

accessed by making use of electronics devices. These devices can include computers, mobile devices, video game consoles, projectors, televisions and radios etc.



Figure 2: Various Digital Media and their influence on Buying Decision

Digital visual and video media is nowadays becoming more popular form of sharing images, videos and information. Graphic image and video media is not only used by regular consumers but it is also being used by many businesses. These digital media are used by businesses for promoting ideas, information, e-commerce and entertainment. Thus today world is populated by digital media products and many industries are trying to associate themselves with digital media in order to expand their reach worldwide.

Benefits of Digital Media to Consumer Related to Buying

- ❖ **Convenience:** Consumer can order products at anytime from anywhere. They do not need to wait for free time or walkthrough number of shops in order to find and identify goods.
- ❖ **Information:** Before making any purchase, customers can get all the required information about the products by using various digital

media devices. Many websites offer comparison tools here customers can compare information about prices, companies, competitors, features and products without leaving their home or office locations.

- ❖ **Fewer Hassles:** Customers need not to face salespeople and to wait in line for purchasing any product. Thus it saves time and cost of the customers.
- ❖ **Great Customer Experience:** Companies are using more and more digital tool or devices to make the customer shopping experience great and remember able, so that customer would like to shop again.

UNDERSTANDING CONSUMER BEHAVIOUR

Consumer behaviour refers to the processes through which people or groups select, acquire, purchase, utilise, and dispose of items, services, and ideas in order to meet their wants or desires. It also involves looking for information about the products and services.

When it comes to products and services, consumer behaviour is different. The risk of purchasing a service is larger than that of purchasing a product. A defective or bad product may be replaced or returned, but a poor service or any other flaw cannot. As a result, consumers must be more aware and seek out more information about a service.

Consumer behaviour in conventional and online purchasing has been shown to be very similar. Customers seldom use all of the information about a product that they have or that is accessible to them while purchasing. Purchasing decisions are sometimes instinctive or habitual, while other times they are impacted by other people's behaviour or sentiments toward a product. Consumers read product and service information only when

they see an advantage from it, according to research. The way information is provided and the context in which the decision is made have an impact on their behaviour. These shortcuts are used by consumers to speed up the process and reduce the amount of time it takes them to make a choice.

PURCHASE BEHAVIOUR OF CONSUMERS

Purchase behaviour of consumers can be better explained with the help of consumer decision making process. This process of purchasing decision consists up of five steps, which includes recognition, search for information, evaluation of alternatives, purchase decision and post purchase evaluation.



Figure 3: Five Stage involve in Process to Buying Decision

- **Need recognition / Problem recognition:** It is the first and most crucial stage in the purchasing choice. Because there isn't a necessity, there isn't a buy. When there is a gap between the consumer's current state and the ideal and desired one, need recognition occurs.
- **Information Search:** After need or problem is identified, now it's time for the consumer to

search/seek information regarding possible solutions to the identified problem. Consumer will search for more or less information depending on the type of product and cost it involves. Sources of information can be internal or external.

- **Internal information:** Information already present in the memory of consumer. It also comes from previous experiences of consumer

which he had with a brand or product and his opinion about brand.

- **External information:** Product information obtained via consumer evaluations, friends, family, the news, official company sources such as advertising, and a seller's speech.
- **Evaluation of Alternative:** After collecting information, consumer will be able to evaluate available alternatives. They can identify product which is most suitable for his needs. They will evaluate attributes on two aspects: objective characteristics and subjective. Now after consumer has evaluated the different products and solutions available to respond his need, he will be able to make choice of brand or product that seems appropriate to his needs. Then proceed to the actual purchase itself.
- **Purchase:** Consumer purchase decision depends on the information and selection made in the after evaluating alternatives based on the product's features, capabilities and perceived value that are important to him.
- **Post Purchase Evaluation:** Once the product is purchased or used, the consumer evaluates the adequacy of product with his original needs. Consumer identify, whether he has made the accurate choice of buying this product or not. He can be satisfied from the product or disappoint.

OBJECTIVES OF THE RESEARCH PAPER

- To analyse the impact of digital media on consumers

Research Questions

The Research questions will be:

1. Which digital devices have influence on your purchasing decisions?

2. What is the purpose related to purchase behind using these devices?
3. Which Social Media site influences your purchasing behaviour?
4. What factors of social media influence you to purchase product online?
5. Which E-Commerce site motivates you to purchase product?

RESEARCH METHODOLOGY

Research Design

The research design is a set of advanced decisions that, when combined, provide a master plan or model for survey execution. It provides a research plan structure that directs data collection, measurement, analysis, and interpretation. The information gathered by the questionnaire will be analysed, evaluated, and used to construct the research paper's main conclusion.

For the present project, both types of sources are to be used:

- ❖ **Primary Source:** Primary data to be collected with the following methods:

1. Questionnaire

The primary data will be collected through Direct First Hand contact with the respondents. This data will help in knowing the experience and expectations of the industrialists.

Secondary Source: The published data is one of the secondary sources. The following are some of the published sources that will be used for this project:

- Various journals, newspapers, magazines, unpublished work, etc. to cover a wide range of information.
- Internet sites to be visited which provide wide range of information.

Sample Design, Size and Method Used

The main sample group for the study is made up of a range of Jalandhar consumers. In order to fulfil the goal, both direct and indirect information was gathered. The questionnaire was created with the study's goals in mind. Questions were deliberately prepared to be clear and straightforward.

Sample Size

The sample size for this study consisted of 200 consumers.

Sampling Methods

For the present study, random sampling method was utilized and this selection of the sampling totally depended on the investigator who was making the survey. Collected data

was analysed and processed by: Simple Percentage Method.

Sample Interpretation

Results were interpreted from analysed data in a scientific method and final result was presented in a simple manner. Findings were also shown with the help of Histogram, Bar diagram and Pie Chart.

INTERPRETATION AND ANALYSIS

1. Which digital devices have influence on your purchasing decisions?

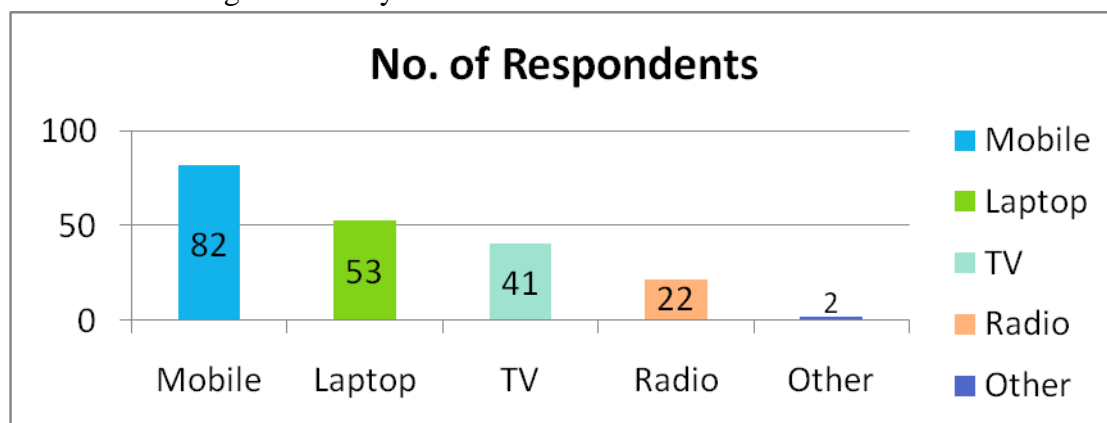


Figure 4: Analysis of digital devices having influence consumer purchasing decisions

Interpretation

The graph above depicts which digital gadgets have an impact on consumer purchasing behaviour. According to the graph above, 82 (41%) of respondents choose cellphone, 53 (26.5%) prefer laptop, 41 (20.5%) prefer TV, 22 (11%) prefer radio, and 2 (1%) prefer other digital devices. We may deduce that traditional digital and broadcast media, such as

television and radio, have a lower impact on customer purchasing decisions. Digital devices such as smartphones and computers are extensively used in the digital world, and people spend the majority of their time on them, therefore they have a huge impact on consumer purchasing behaviour.

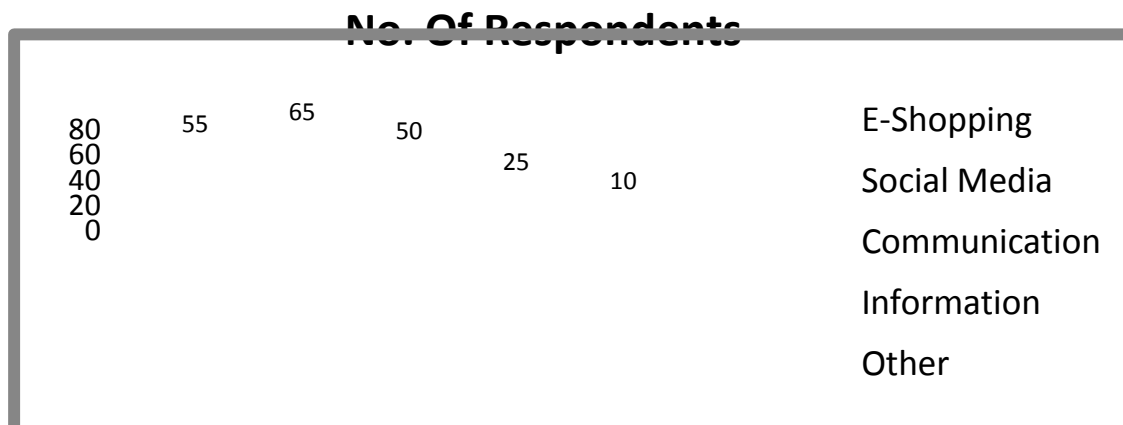


Figure 5: Analysis of purpose related to purchase behind using digital devices

Interpretation

According to the graph above, 55 (27.5 percent) of respondents use digital devices for E-shopping, 65 (32.5 percent) for social networking, 50 (25 percent) for communication, and 25 (12.5 percent) for information. Because of the social media bonanza, social media is highly regarded. E-

shopping, social networking, information search, and communication are all done on a mobile device or a computer/laptop. Teleshopping and information gathering can both be done on television.

2. Which Social Media site influences your purchasing behaviour?

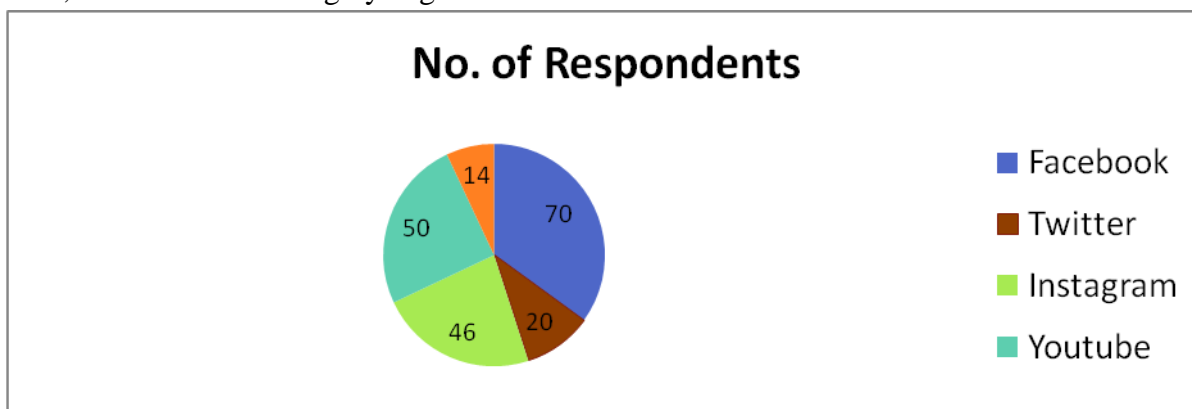


Figure 6: Analysis of Social Media site’s influence on purchasing behaviour

Interpretation

This graph depicts which social networking site has the most influence on purchasing decisions. The majority of respondents, i.e., feel Facebook has the most influence. 70 percent (35 percent), 20 percent (10 percent), 50 percent (25 percent), 46 percent (23 percent), and 14 percent (7 percent) think

Twitter, YouTube, and Instagram have affected their purchase decisions. Some of the features that make Facebook so influential include that it is simple to use, user-friendly, secure, and provides improved global communication.

3. What factors of social media influence you to purchase product online?

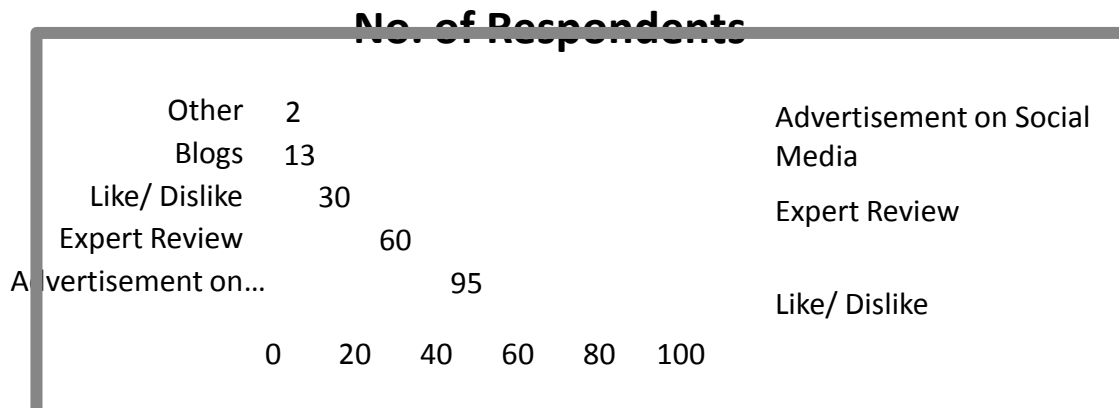


Figure 7: Analysis of social media factor influences purchase of product

Interpretation

Consumer buying behaviour is heavily impacted by social media aspects such as advertising on social media and expert evaluations, as illustrated in the graph. Advertisements were cited by 97 (47.5%) of respondents as the most significant element, followed by expert reviews by 60 (30%). The remaining 30 (15%) based their purchasing

decisions on product likes/dislikes, while 13 (6.5%) consulted linked blogs. Because social media advertising are educational, interesting, and innovative, they have the greatest impact on online purchases.

4. Which E-Commerce site motivates you to purchase product?

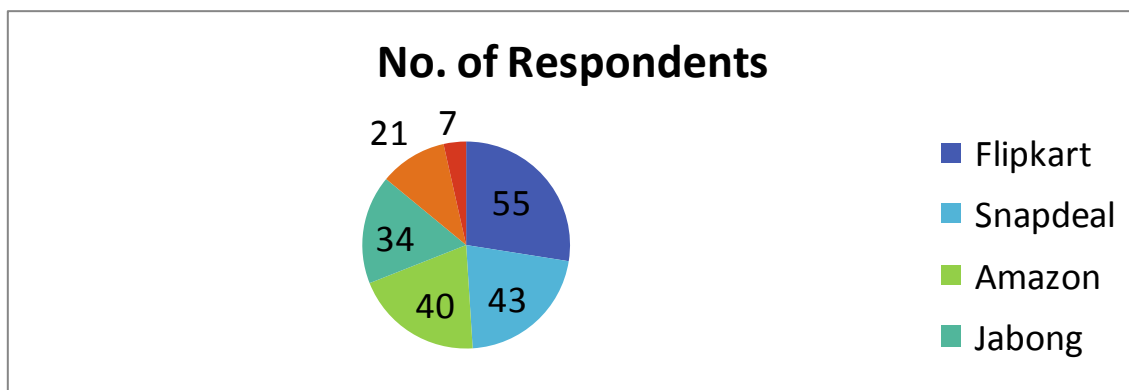


Figure 8: Analysis of E-Commerce site motivates consumers to purchase product

Interpretation

Motivation is the driving force behind one's actions. Flipkart is motivating 55 (27.5%) of respondents, Amazon is motivating 40 (20%),

Snapdeal is motivating 43 (21.5%), Jabong is motivating 34 (17%), Myntra is motivating 21 (10.5%), and other e-commerce sites like shopclues, voonik, limeroad are motivating 7 (3.5%). Flipkart and Snapdeal have developed

creative marketing tactics that set them apart from their competition and encourage people to buy their items.

5. Which factors of the E-Commerce sites influencing your purchases?

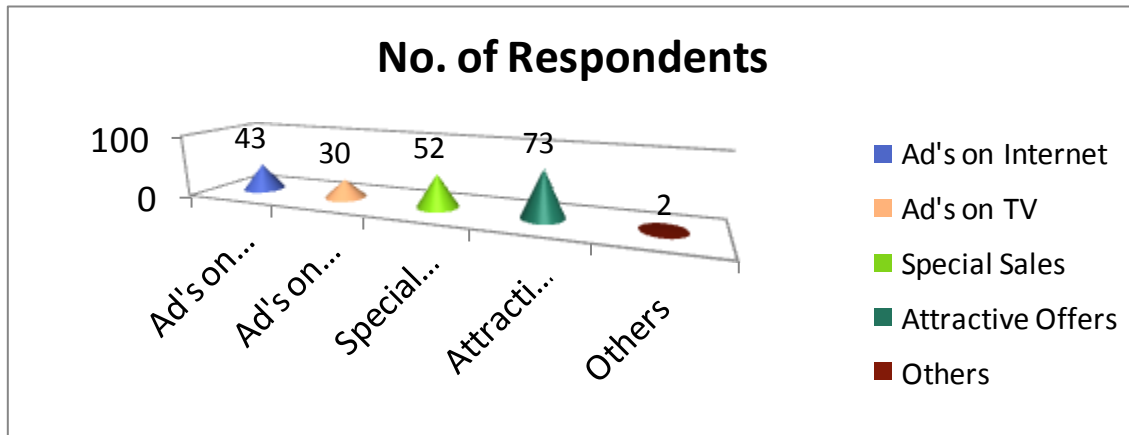


Figure 9: Analysis of E-Commerce factors influencing purchases

Interpretation

Attractive deals, special promotions, TV ads, and internet ads are all aspects that influence the success of an e-commerce business. Attractive e-commerce offers, according to 75 (37.5%) respondents, have an impact on their purchasing decisions. Special sales influence 52 (26%) of respondents, internet ads affect 43 (21.5%), and television ads influence 30 (15%) of respondents. People nowadays look for deals and discounts on products before making a purchase.

CONCLUSION

We may infer that digital media has influenced consumer purchasing behaviour, making consumers more impulsive, value-oriented, and price sensitive. Thus, digital media protects a variety of customer rights, including the right to choose the best quality product at the lowest price, to improve one's quality of life, to redress grievances, to obtain product information, to speak out against unfair trade

practises, and to receive after-sale service. In order to attract more customers, marketers must develop a distinctive price approach. They should devise techniques that enhance the customer's purchasing experience and encourage them to return.

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