

**Project Dissertation Report on**  
**IMPACT OF DIGITAL MEDIA ON BUYING**  
**BEHAVIOUR**

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## **CERTIFICATE**

This is to certify that the work titled **IMPACT OF DIGITAL MEDIA ON BUYING BEHAVIOUR** as a part of the Final year Major Research Project submitted by **Vivek Kumar (2K20/DMBA/150)** in the 4th Semester of MBA, Delhi School of Management, Delhi Technological University during January-May 2022 is his original work and has not been submitted anywhere else for the award any credits/degree whatsoever.

The project is submitted to Delhi School of Management, Delhi Technological University in partial fulfilment of the requirement for the Award of the degree of Master of Business Administration.

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## **DECLARATION**

I hereby declare that the work titled **IMPACT OF DIGITAL MEDIA ON BUYING BEHAVIOUR** as part of the final year Major Research Project submitted by me in the 4th Semester of MBA, Delhi School of Management, Delhi Technological University, during January-May 2022 under the guidance of Prof. Deepali Malhotra, is my original work and has not been submitted anywhere else.

The report has been written by me in my own words and not copied from elsewhere. Anything that appears in this report which is not my original work has been duly and appropriately referred/cited/acknowledged.

## **ACKNOWLEDGEMENT**

Before I get into the thick of things, I would like to add a few words of appreciation for people who have been a part of this project right from its inception. This project's writing has been one of the significant academic challenges I have faced. This project would not be completed without the support, patience, and guidance of the people involved. It is my deepest gratitude to them.

It gives me incredible pleasure to present my Major research project report on **IMPACT OF DIGITAL MEDIA ON BUYING BEHAVIOUR**". It has been my privilege to have such project guides who have assisted us from this project's commencement. This project's success results from sheer hard work and determination put in by me with my project guide. I now take this opportunity to thank **Ms. Deepali Malhotra**, who acted as my mentor despite her many academic and professional commitments. Her wisdom and insight inspired and motivated me. Without her understanding and support this project would not have been exciting, and neither would have reached productivity.

I also feel the heartiest sense of accountability to my family members & friends, who helped me collect data & resource material even in processing and drafting the manuscript. This project is devoted to all those people who helped us while doing this project.

## **APPROVAL AND PLAGIARISM REPORT**

## **EXECUTIVE SUMMARY**

In today's consumer-oriented industry, customer purchasing habits are evolving at a rapid pace. Consumer behaviour varies depending on the goods, price, features, quality, packaging, purchasing behaviour, status, generation, and age of the buyer, among other factors. Youth, on the other hand, is the most difficult group to communicate with. The changing preferences of today's youth influence purchasing patterns with trends and fashion. As a result, marketers spend crores of rupees and a disproportionate amount of time on marketing research each year in order to detect and predict shifting young behaviour. In order to entice clients, new technologies are emerging in the industry. Smart phones have become necessary for coping with the changing dynamics of the market and society as a whole. Because of the reasonable pricing offered by several cellphone operators, it is now possible for anyone to connect to the internet. Because of its simplicity of use, the internet is being used by the younger generations for a variety of purposes, particularly acquiring goods and services. Today, every business uses digital marketing to acquire customers, particularly the younger population. According to a forecast published in Economics, India's internet users are predicted to reach 627 million by the end of 2020. Because of internet marketing, a new shopping idea known as off-the-shop retailing has emerged in the market. Now, digital channels have presented numerous hurdles to retail marketers. The current generation is more interested in online shopping than in traditional purchasing. Due to the pressure of the younger generation's purchasing behaviour, marketers are compelled to create new ways of selling. Customers utilise the web not just to shop for items online, but also to compare costs, product features, and after-sales service options. Aside from the enormous potential of the E-business industry, the web offers a unique chance for businesses to reach out to existing and future clients more efficiently. Myntra, Flipkart Snapdeal, Amazon.com, and eBay are some of the most popular digital selling enterprises in India. Information, ease of use, satisfaction, security, and correct use of available information to compare different products are the five primary elements that determine consumer views of digital shopping.

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# 1. INTRODUCTION

We use a range of digital devices in our daily lives in today's technology-driven environment. Smart phones, laptops, video games, projectors, computers, televisions, and radios are among the most regularly used digital gadgets. People's routines, interests, and purchasing behaviour have all been influenced by digital tools all around the world. The use of digital tools has altered how customers seek product information and engage with businesses. Digital media engages consumers by presenting them with important information as well as a variety of product options. Computers, cellphones, and other digital media are becoming increasingly popular for online information search, and most people choose to use these new digital media over conventional ones such as radio and television. Consumer behaviour has been influenced by the emergence of digital media.

Not only has digital media had an impact on personal life, but it has also had an impact on professional life. It compels businesses to think outside the box. Marketers are aware of their customers' demands and work hard to accommodate them. Companies are increasingly putting in a lot of effort to predict what their customers expect. They keep meticulous records of their customers' purchase behaviours, tendencies, personality, and so on. Based on this data, businesses build sustainability and personalization strategies. Traditionally, a customer would travel to one or two stores if he needed to buy something. They do not compare the costs, features, and sometimes the quality of the products.

The emergence of digital tools in today's digital environment has fundamentally transformed the marketing mix and customer purchase behaviour. It transferred authority away from the marketer and toward the customer. Customers can use digital media to read reviews, learn about different products, and analyse the different features and cost difference of products from different retailers without even physically visiting the stores. In addition to this, various other digital channels are utilised by marketers including TV, direct messaging on phone, android and IOS apps, radio and



FM, electronic billboards, and podcasts etc. All of these are essential in product and service digital marketing.

Nowadays, the consumer is an integrated part in the development of a product. Customers have the ability to develop and distribute promotional messages. A lot of business transactions are handled online, from manufacturer to customer, skipping the supply chain. Online commerce is also influencing how items and services are imagined, produced, valued, made, conveyed, and sold. This is because it is far less expensive, gives more coverage, and allows for great customer service.



Figure 1: The New Consumer Journey

The most major shift in everyone's life has been brought about by social media. It is a virtual organisation in which people may express feelings, convey messages, and control them from anywhere and at any time. There are a plethora of social media platforms. Marketers/Brands compete for the attention of consumers. Marketers may use social media to create strong ties with potential customers and reinforce existing customer relationships. Positive or negative brand buzz can be generated by consumers' social media remarks about a product/service. As a result, consumers' purchase decisions are influenced by virtual messaging.

### ○ **Understanding Digital Marketing?**

Digital technologies bring the concept of marketing in digital media space, often known as digital marketing, to reality. The process of promoting brands or products/services through at least one type of electronic media is known as advanced marketing. This is not the same as standard displaying. Online marketing includes a number of methods and platforms that enable a company to analyse marketing campaigns and determine what works and what does not.

Automated advertising screen and monitor information such as what is seen, how frequently and for how long, what material works and does not work, deal conversions, and so on.

### ○ **Why is Digital Marketing Important?**

Customers can now access data from any location and at any time thanks to the proliferation of digital media. Digital media can now be utilised for recreation, remote shopping, and being connected to friends and family. Everyone using social media is engrossed in what certain organisations have to say about businesses, as well as what their friends, family members, media, peers, and so on have to say about companies. Customers will surely have faith in them. People nowadays want brands they can rely on, letters they can personalise and apply, organisations that know who they are, and offerings that are personalised to one's interests and requirements.



**Figure 3: Tools for Digital Marketing**

### ○ **Advantages of Digital Marketing:**

- Traditional marketing is geographically constrained, and building an international marketing strategy can be difficult, expensive, and time-consuming.
- However, because digital marketing takes place on the Internet, the potential reach is immense.
- While digital marketing has a significant advantage in terms of global reach, it also boosts local exposure, which is especially important if your company relies on local clientele.
- Whether you want to advertise your business locally or globally, digital marketing provides cost-effective options.
- By adopting highly focused tactics, it lets even the smallest enterprises compete with larger organisations.
- Even if you are unsure of who your target audience is, digital marketing allows you to extract data to determine which audiences would work best for you and tailor your campaign around them. This allows you to target effectively.
- Digital commercials are less expensive than other forms of advertising.
- You can track the performance of your digital marketing campaigns from start to finish using services such as Google Analytics and Google Search Console.
- The capacity to test two distinct ideas for the same campaign is one of the most powerful aspects of digital marketing.
- You may use niche marketing to send targeted communications to a comparable audience, increasing your chances of converting them into customers.
- There are various digital marketing tactics that may be applied by various types of organisations. A B2B company looking for international leads may have a completely different strategy than a B2C company selling clothes locally. While content marketing and SEO may benefit some businesses more simply, conversion-based ad campaigns may benefit others. The goal is to always assess the

results and, over time, develop better approaches and methods. A well-executed digital marketing strategy changes and adapts swiftly as the needs of the organisation change.

○ **Disadvantages of Digital Marketing:**

- Skills and training - You must ensure that your personnel have the essential knowledge and expertise to carry out digital marketing successfully. You must ensure that your personnel have the necessary skills and knowledge to carry out digital marketing properly. Tools, platforms, and trends change rapidly, and it is vital that you stay up to date.
- Marketing chores like optimising online advertising campaigns and generating marketing content might take a long time. In order to obtain a great return on investment, it is necessary to track your progress.
- High competition - While internet marketing allows you to reach a global audience, you are also competing with people from all over the world. It may be challenging to stand out from the crowd and draw attention among the different online messages available to consumers.
- Any bad remarks or criticism aimed at your brand on social media or review websites may be observed by your target audience. Negative comments or a failure to respond correctly may harm your brand's reputation. It might be difficult to provide excellent customer service over the internet.
- Take care to adhere to all privacy and data protection laws. When collecting and utilising customer data for digital marketing purposes, there are a number of legal issues to consider.

## ○ **Ways of Digital Marketing:**

It goes without saying that you live in a computerised world, and from that standpoint, having a strong presence in the advanced sphere is vital. In essence, digital marketing is the future of marketing since it is less expensive and more measurable than traditional marketing.

### ● **Search Engine Optimization (SEO):**

Search Engine Optimization (SEO) is the act of optimising your website so that it appears frequently or on a consistent basis when people search for things on Google, Yahoo, Bing, and other search engines. Google's computations are reliably restarted, yielding accurate results. Many experts say that SEO is dead and that the job is futile, according to this viewpoint. Regardless, Google tries to prevent calculation control and channels localities that have no right to be at the top of SERPs (Search Engine Result Pages).

As a result, you should without a doubt invest in SEO work. Your website should take into account the complexities of non-text material organisation, spidering, requesting, and translation. Keep in mind that it is the least expensive marketing method for attracting organic traffic to your website.

### ● **Search Engine Marketing (SEM):**

Search Engine Marketing, or SEM, is a complete approach for boosting visitors to your website, primarily through sponsored initiatives. It is now also known as Paid Search Marketing.

SEM's universe is unique and perplexing. Depending on the nature of your company, you can utilise the PPC (pay-per-snap) or CPC (cost-per-click) model, or the CPM (cost-per-thousand impressions) approach.

- **Content Creation:**

White papers, digital books, contextual analyses, how-to guides, responsive articles, gatherings, news and updates, pictures, pennants, infographics, webcasts, online courses, recordings, or content for microblogging and social media sites are all examples of content that can be introduced in various organisations.

You can be creative and develop content on any topic, then cleverly link it to your business in an indirect manner. You may be interested in our post on how to integrate free content and market your start-up or business.

- **Social Media Marketing (SMM):**

Social media marketing, often known as SMM, is an extension of your SEM efforts. It comprises directing people to your locations or business through social media sites like Facebook, Instagram, Twitter, Pinterest, Google+, LinkedIn, and others. Good information, as previously noted, is shared and liked. As a consequence, produce and fine-tune content for various phases of web-based media. Make an attempt to be productive and unique; engage with clients on a frequent basis, at least four to five times per day. Your SMM efforts can be extremely useful for identifying and closing business.

- **Digital Display Advertising:**

This is a subset of your SEM efforts as well. To reach your target audience, you can employ a range of show promotion tactics, such as text, picture, flag, rich-media, intelligent, or video promotions. Your message can be tailored to the client's interests, content themes, or stage in the purchasing cycle. Keep in mind, however, that Digital Display Advertising is relatively pricey. To achieve a favourable ROI for your organisation, experts are required.

- **Retargeting and Remarketing:**

Retargeting, also known as remarketing, is a strategy for communicating with customers who have previously visited your website. It relies on cookie technology. Retargeting has become a popular strategy, resulting in a high conversion rate, because it targets clients who have already demonstrated revenue in your organisation. Retargeting could be done on your website, social network, or mobile device. Consider your practices in relation to your client's purchasing cycle.

- **Mobile Marketing:**

According to one estimate, mobile marketing in the United States would be worth \$400 billion by 2015. We strongly advise you to investigate Mobile Marketing. Make sure your website, apps, and content are mobile-friendly. By 2016, the worldwide mobile device market is expected to reach 2.6 billion devices. The mobile market's potential develops as more people use smartphones, tablets, and other mobile devices.

- **Interactive Marketing:**

During a debate, ensure that your public relations strategy communicates with the expected client. According to an ExpoTV.com poll, 55 percent of respondents preferred to maintain ongoing relationships with the companies from which they purchase, and 89 percent felt more loyal to the companies if they could criticise them. Use gadgets and carefully selected features to improve the usability of your site, collect feedback, and track client behaviour. Engage clients effectively and tailor offers to their reading preferences and interests.

- **Viral Marketing:**

Viral Marketing is a process in which unique content spreads quickly online due to its high value, sharing, and preference. This is a wonderful

method for establishing your brand and driving visitors to your website. The content's format is entirely up to you; all you need to do is be creative.

- **Email Marketing:**

Email marketing is the practice of sending a commercial message to a list of potential customers via email. You can keep track of various email records using a feasible email marketing tool, based on a few aspects such as clients' individual preferences and ways of handling money. Make an effort to provide personalised communications; this will help to build confidence. However, it should be noted that email marketing can be considered spam, and certain countries have laws against it.

- **Affiliate Marketing:**

Affiliate marketing is a type of performance-based marketing in which you compensate content providers that refer you to customers. Conversions can be used to evaluate performance, whether they are promotions, leads, or basic sales.

- **Web Analytics:**

Web analytics may be the most important component of any Digital Marketing strategy. Web analytics primarily aids you in gathering, measuring, comprehending, analysing, planning, reporting, and anticipating web actions for your company. Web analytics and web statistics are not synonymous. Web Analytics, as opposed to conventional reporting, provides insight and new perspectives on your business.



### ○ **Statement of the problem**

The purpose of this study is to assess the theoretical influence of online information on consumer behaviour. It seeks to ascertain the reasons why customers choose digital tools when shopping, the difficulties encountered by consumers while purchasing, and the changes in consumer purchasing behaviour. This study will aid in comprehending and comprehending consumer behaviour and purchasing behaviours in relation to digital media. It would assist marketers in taking proper initiatives to create branding more effective through the usage of modern media. All this would assist online shopping enterprises for choosing most suitable marketing techniques and selecting the best marketing method.

### ○ **Objective of the Study**

- To determine the impact of digital media marketing on consumer buying behaviour.
- To find out the ways these media impact us.
- To study the impact of media consumption in physical shopping...
- To find out best strategies around digital media for effective marketing.

### ○ **Scope Of Study**

The purpose of the study is to build up the theoretical understanding of the impact that digital media has on the buying behaviour of consumers. This seeks to understand why customers choose digital tools while shopping, the challenges consumers experience when purchasing, and changes in consumer purchasing behaviour. This study will aid in the understanding and comprehension of customer and purchasing behaviour in relation to digital media. It would assist marketers in taking the necessary steps to increase the efficacy of branding through their usage. This would assist e-commerce enterprises by determining best marketing tactics and selecting the most successful advertising and marketing method. Competition is at an all-time high due to the rapid rise of the e-commerce company. Companies must now comprehend their clients' behaviour and the issues they confront.

This research investigates consumer behaviour in respect to digital media. It will inform advertisers about the powerful digital gadgets, digital tools, and motivational factors that drive their purchase behaviour. Marketers can utilise the study's findings to make key decisions. Companies can use proper communication media to stay in touch with and satisfy their customers.

## 2. LITERATURE REVIEW

Mobile phones became an essential element of everyday life, thanks to the rise of e-commerce. The goal of this research paper is to investigate the connection between social media and online purchasing. According to the findings, the majority of online buyers are between the ages of 25 and 29. This study looks at how people get, pay attention to, choose, and process information and look for user generated content prior to actually buying online. 2000 grocery shoppers were interviewed both before and after entering a physical store for this study. Interviewers asked shoppers what they intended to buy before entering the store and about the items they actually brought home..

Information collected related to the usage of mobile during shopping and other activities. And the result was very few use it. And these also used it only when necessary, such as talking or texting near and dear ones, and not for browsing and searching on web information, such as price comparison or any other buying-related tasks, which was done by very few people. They discovered that when shoppers are engaged and distracted by their mobile phones, they do not remember to purchase a third of their shopping list. They purchased additional items on the spur of the moment. According to the findings of this study, smartphones distract shoppers while they shop.

This review focuses on two critical stages of online purchasing behaviour: ordering and order fulfilment. The goal of this research paper is to determine the effect of using web-based media on the interaction of purchase decisions. The study looks at social media consumption habits and how they affect the five stages of the purchase decision process. Because of its perceived effectiveness, convenience, and credibility, it is now largely used as a tool for collecting information, per the study's findings. Social media reviews and opinions influence purchase decisions; however, the tendency to share one's post-purchase expertise is surprisingly low.

## ○ Understanding Consumer Behaviour

Consumer purchase behaviour can be better described with the help of the consumer decision making process. This purchasing decision process consists of five steps: need identification, information search, alternative evaluation, purchase choice, and post-purchase evaluation.

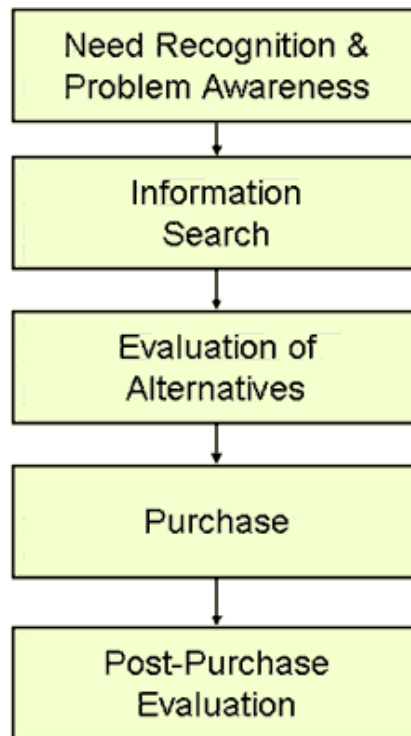


Figure 4: Five Stage involve in Process to Buying Decision

**Need recognition / Problem recognition:** It is the first and most crucial phase in the purchasing decision-making process. Because there is no need, there is no purchase. Need recognition occurs when there is a gap between the customer's actual situation and the ideal and desired one.

**Information Search:** After identifying the demand or issue, it is now time for the customer to look/look for data regarding viable solutions to the identified issue. Depending on the sort of goods and the cost involved, consumers will look for more or less information. Expensive products have a high level of engagement, and the intricacy of the options is significant in this

case. Purchasing noodles needs far less involvement and knowledge than purchasing a car.

**Evaluation of Alternative:** Consumers will be able to evaluate the various available solutions after gathering information. They can determine which product is most suited to their requirements. They will evaluate attributes based on two criteria: objective and subjective. After the purchaser has evaluated the various things and arrangements available to respond to his demand, he will need to settle on a brand or item that appears to be suitable to his requirements. Then you can proceed to the real purchase.

**Purchase:** Consumer purchasing decisions are influenced by the knowledge and choices made after analysing alternatives based on the product's characteristics, capabilities, and seen esteem that is important to him.

**Post Purchase Evaluation:** After purchasing or using the item, the buyer evaluates its sufficiency in relation to his specific requirements. Consumers determine whether or not they made the correct decision to purchase this product. He may be pleased or dissatisfied with the product.

### **3. RESEARCH METHODOLOGY**

Data is collected from university personnel at various levels using an online Questionnaire that focuses on objectives. Data will be collected using a combination of exploratory and descriptive research methodologies, and the results will be analysed. The research focuses on the evaluation of software used in teaching and analysis.

Every task is recorded and researched for its importance to the overall project. It acts as a foundation for establishing the best practices that will assure the success of a BI programme.

#### **○ MEASUREMENT AND SCALING**

The purpose of the study is to analyse the effects of media content on consumer buying behavior. Instruments used in research are classified as either comparative or non-comparative. In comparative scaling, the responder is trying to evaluate some digital devices like, e-commerce site, brand, or product to another. Non-comparative scaling respondents only need to assess a single gadget, item, or brand.

**Lik-ertscale :-** People are asked to answer a series of questions on a scale of 0 to 100 to indicate whether they agree or disagree with a statement.. It is critical to have a neutral category in scaled inquiries (Neither Agree nor Disagree below).

#### **○ Hypothesis of the Study**

H0: Digital media has no impact on consumer buying behaviour.

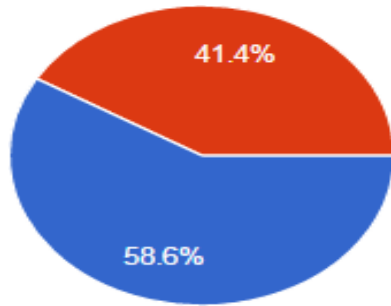
H1: Digital media has an impact on consumer buying behaviour.

## 4. THE STUDY

Survey results were collected via Google Forms and have received 213 responses. The target audience for the survey were mostly the Students, young employees, and others who are tech savvy, use various digital devices like mobile-tablet-laptops etc., and often shop online. In order to gain a better understanding of how digital media influences consumer purchasing behaviour, the questionnaires were made to gather information related to social media, e-commerce, and online shopping experience.

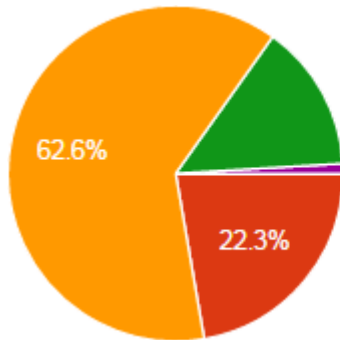
According to data analysis, the majority of the 213 respondents who completed the survey were male (58.6 percent) and female (58.6 percent) (41.4 percent). Respondents aged 16 to 20 years comprised 22.3 percent, those aged 20 to 25 years comprised 62.6 percent, those aged 26 to 30 years comprised 14.2 percent, and those aged over 30 years comprised 0.9 percent. Respondents with incomes less than \$3 lac comprised 48.8 percent of those polled, those with incomes between \$3 lac and \$5 lakhs comprised 28.4 percent, those with incomes between \$5 lac and \$7 lakhs comprised 14.7 percent, and those with incomes above \$7 lac comprised 8.1 percent of those polled.

71.4 percent of respondents believe mobile phones are the most influential digital device in purchasing decisions. Forty Six percent of the people who responded use digital devices to access social networks whereas 76.3 percent of respondents make purchasing decisions on Facebook, while 51.2 percent use Twitter. The most influential factor on social media, according to respondents, is social media advertising. Flipkart motivates 62.7 percent of respondents, and attractive e-commerce offers influence 51.2 percent. Discounts/offers account for 42.3 percent of all e-commerce purchases made by respondents. For 63.2 percent of respondents, social media is the most appealing and influential advertisement medium.



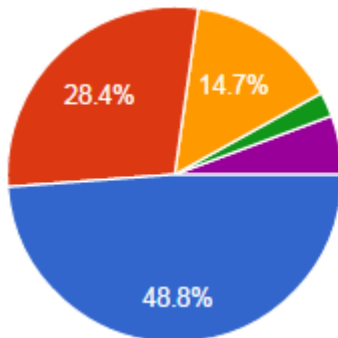
Male	<b>123</b>	58.6%
Female	<b>90</b>	41.4%

Figure 5: Gender diversity analysis



Less than 15 years	<b>0</b>	0%
16-20 years	<b>44</b>	22.3%
21-25 years	<b>136</b>	62.6%
26-30 years	<b>30</b>	14.2%
31-50 years	<b>3</b>	0.9%
Above 50 years	<b>0</b>	0%

Figure 6: Analysis of Age



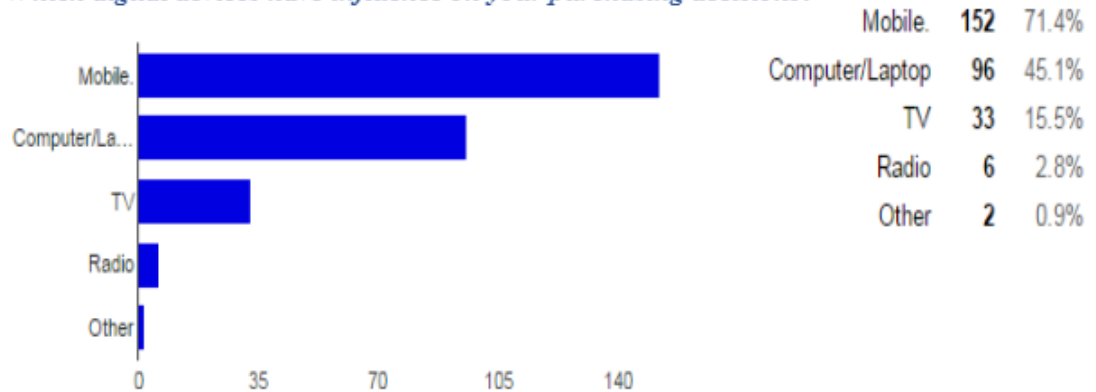
Less than Rs 3,00,000	<b>106</b>	48.8%
Rs 3,00,001- Rs 5,00,000	<b>56</b>	28.4%
Rs 5,00,001- Rs 7,00,000	<b>34</b>	14.7%
Rs 7,00,001- Rs 10,00,000	<b>5</b>	2.4%
Above 10,00,000	<b>12</b>	5.7%

Figure 7: Household Income Analysis (Annual)



## ○ DATA ANALYSIS AND INTERPRETATION

*Which digital devices have influence on your purchasing decisions?*

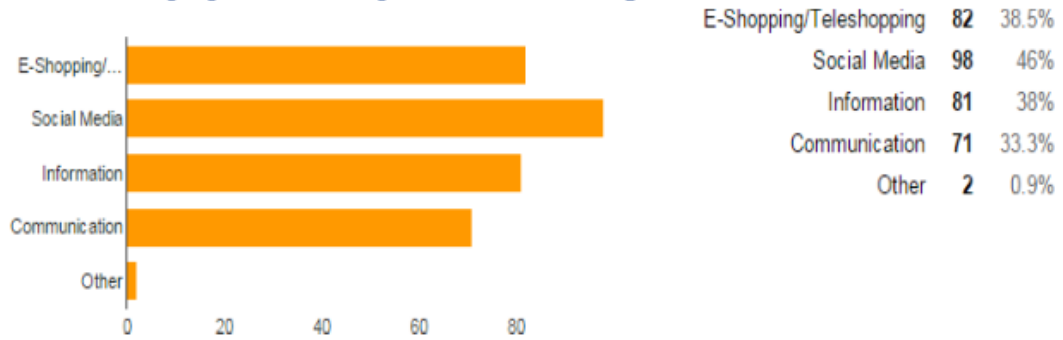


**Figure 8: Influence of digital media on purchase**

### *Interpretation*

Smartphones and laptop computers are commonly used in the digital age, and individuals spend the majority of their time on them. Smartphones are the most popular item among tech-savvy customers because of its portability, simplicity of use, internet connectivity, and low cost, and so have the largest influence on purchasing decisions. Television and radio, for example, have less impact on consumer purchasing decisions than traditional digital and broadcast media. We can conclude that traditional digital and broadcast media, such as television and radio, have less clout in influencing customer purchasing decisions.

*What is the purpose related to purchase behind using these devices?*

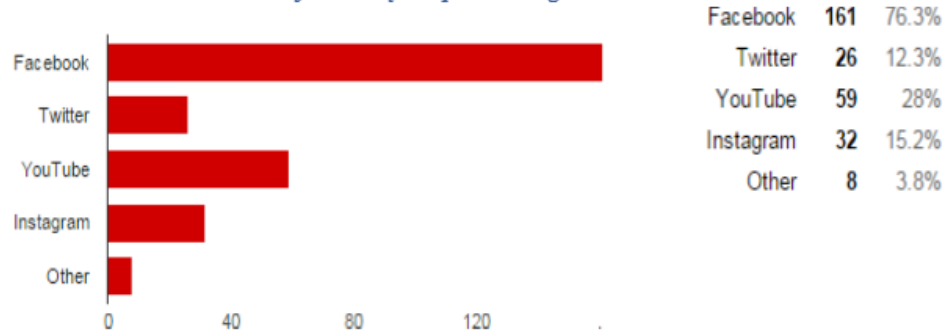


**Figure 8: Purpose of electronic media and devices**

*Interpretation*

Online or teleshopping is used by 38.5 percent of respondents, social networking by 46 percent, information by 38 percent, and communication by 33 percent. Social media has gained in popularity as a result of the social media explosion. The graph above displays the purchasing motive for using digital gadgets.

*Which Social Media site influences your purchasing behaviour?*

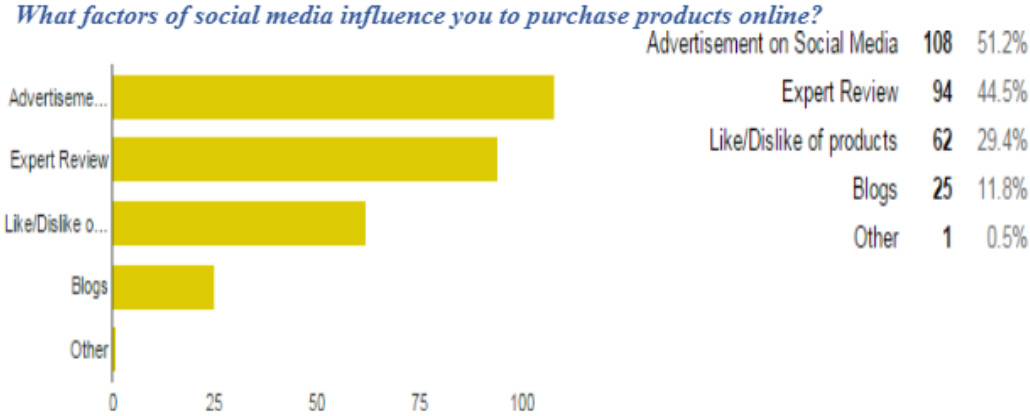


**Figure 9: Influence of social media on online purchase**

*Interpretation*

Only 3.8 percent say that other social media platforms, such as WhatsApp and Instagram, have influenced their purchasing habits. The majority of respondents, 76.3 percent, believe Facebook has the most influence, while 12.3 percent believe Twitter has the most influence, 28 percent believe YouTube has the most influence, 15.2

percent believe Instagram has the most influence, and 3.8 percent believe other social media platforms such as Viber and Whatsapp have influenced their purchasing behaviour.



**Figure 10: Factor influencing online purchase intention**

**Interpretation**

Social media factors such as social media advertising and expert evaluations, according to the graph, have a major impact on customer purchase behaviour. 51.2 percent named advertisement as an influential factor, while 44.5 percent cited expert review. Other 29.4 percent use product like/dislike and 11.8 percent utilise related blogs to guide their purchasing behaviour. Social media commercials have the most influence on online purchasing since they are instructive and intriguing.

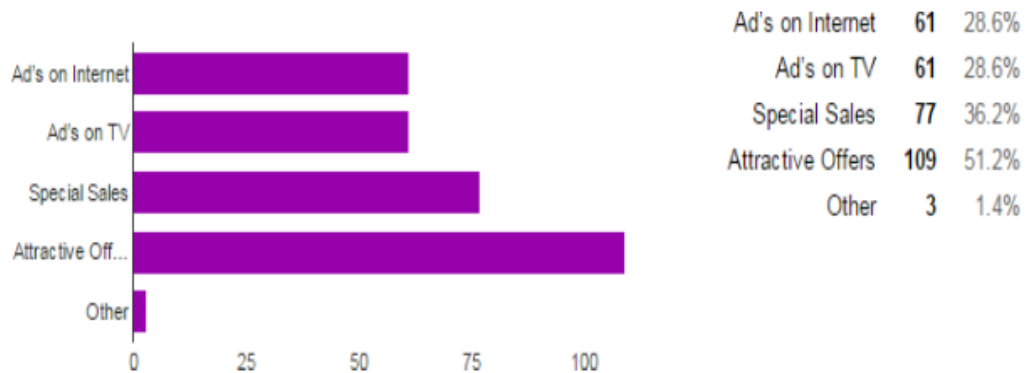


**Figure 11: E-Commerce site preference for online purchase**

### *Interpretation*

Flipkart is responsible for 62.7 percent of respondents, Amazon is responsible for 40.6 percent, Snapdeal is responsible for 29.2 percent, and other e-commerce sites such as Shopclues, Voonik, Limeroad, and so on are responsible for 3.3 percent. Motivation is the driving force behind behaviour - a construct that compels and guides a behavioural reaction.

*What factors of this E-Commerce site influence your purchase.*



**Figure 12: Factors that influence the purchase on E-Commerce sites**

### *Interpretation*

Discounts and promotions account for 42.3 percent of all respondents' e-commerce transactions. Consumers search for discounts and special deals from many e-commerce sites in order to purchase a product from the site with the best savings. E-commerce sites provide a wider range of products, higher quality, and better discounts/deals than traditional retail sites.

*Which is the most motivating factor behind E-Shopping?*

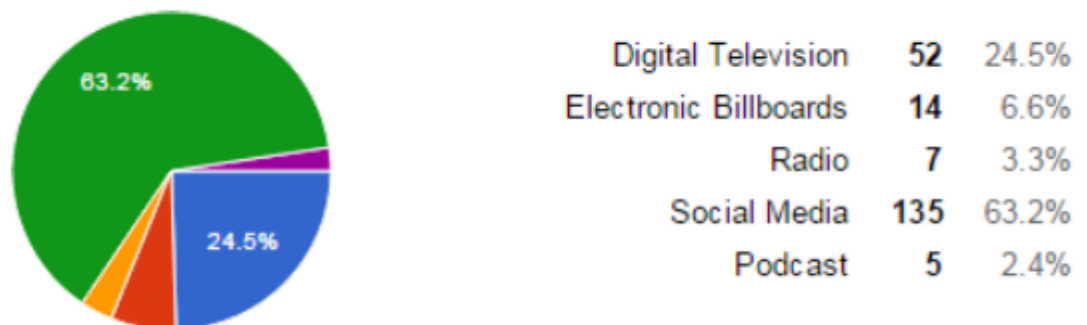


**Figure 13: Factors influencing online shopping**

*Interpretation*

Discounts and promotions account for 42.3 percent of all e-commerce purchases made by respondents. E-commerce provides a wider selection of products, higher quality, and better discounts/deals than traditional retail sites. It also provides consumers with exceptional customer service and home delivery. Consumers search for discounts and special deals across multiple e-Amazon sites in order to purchase a product from the site with the best discounts.

*What do you think is the most attractive/influential way of advertisement?*

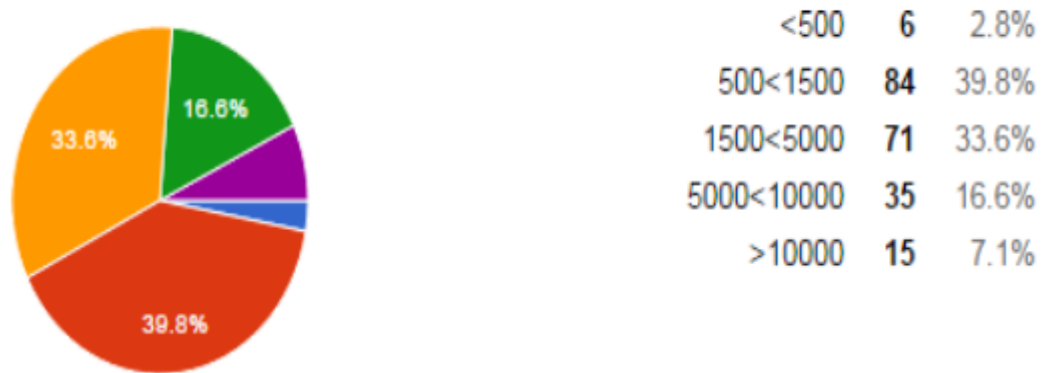


**Figure 14: Advertisement preferences from customer point of view**

**Interpretation**

According to the findings, 63.2 percent of respondents believe that social media is the most appealing and influential advertisement channel. Because people still trust and prefer conventional forms of advertising, television is the second most important medium.

*I preferred to purchase products online, having a price range of ?*

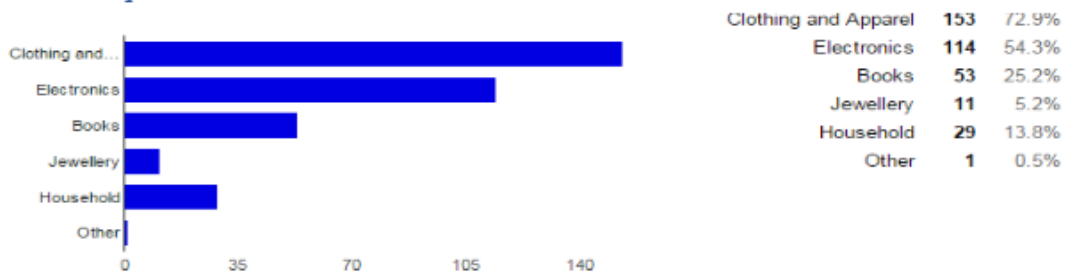


**Figure 15: Spends on online purchase**

**Interpretation**

39.8% of respondents purchased a product between Rs. 500 and Rs. 1500, while 33.6% purchased products ranging from Rs. 5000 to Rs. 10000. 7.1 percent of respondents spent more than \$100,000 on items such as technology, furniture, jewellery, and so on.

*Products I purchase online are?*

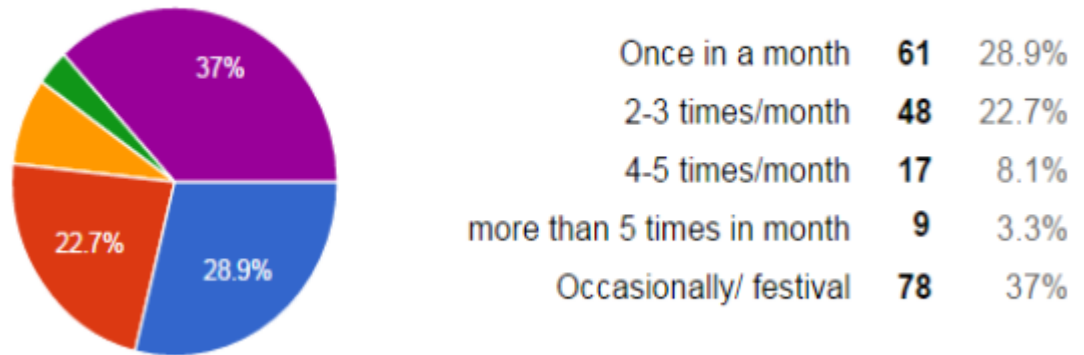


**Figure 16: Online shopping preferences**

### *Interpretation*

E-commerce is used by 72.9 percent of respondents to buy clothing and apparel, 54.3 percent to buy gadgets, and 25.2 percent to buy household items. The great majority of online purchases are for clothing, books, household goods, and gadgets. Only 5.2 percent of respondents buy jewellery from an e-store because it is a costly purchase that necessitates a significant time and resource investment.

### *How do I usually make purchases?*



**Figure 17: Frequency of shopping and preferences**

### *Interpretation*

28.9 percent of respondents use e-commerce once per month, while 22.7 percent use it twice or three times per month. 48.8 percent of all respondents earn less than Rs. 300,000 per year in their home. This is due to the fact that they rarely shop. According to the data, 37% purchase products on a regular basis or during festivals.

*I make purchase for a product on website which offers me product with*

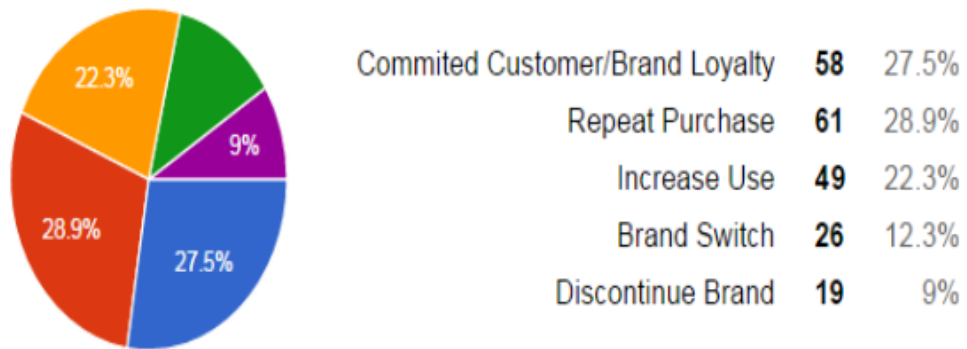


**Figure 18: Website and quality satisfaction**

***Interpretation***

Because Indian consumers are frugal, they seek a high-quality product at a reduced price. Majority of the surveyed people go for online shopping sites that sell low-quality goods at low prices. According to the report, 28.9 percent browse websites that sell high-quality goods at a low price.

*Level of satisfaction or dissatisfaction for previously purchased product/service, leads to?*



**Figure 19: Satisfaction level of online purchase**

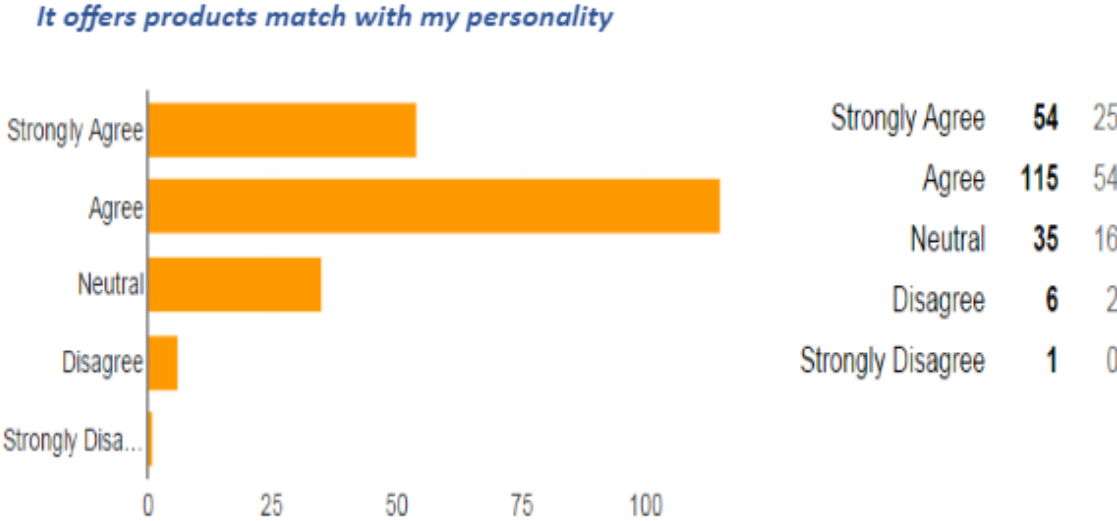
***Interpretation***

If a customer is pleased with a brand or product, he will become a loyal customer and will use the service and product more frequently. But in case they are not satisfied, 12.3% of respondents move brands, and 9% discontinue brands because they have other options that can



satisfy them. A consumer's previous experience with a company or brand also influences their purchase behaviour.

*Digital Media Influence on buying behaviour?*

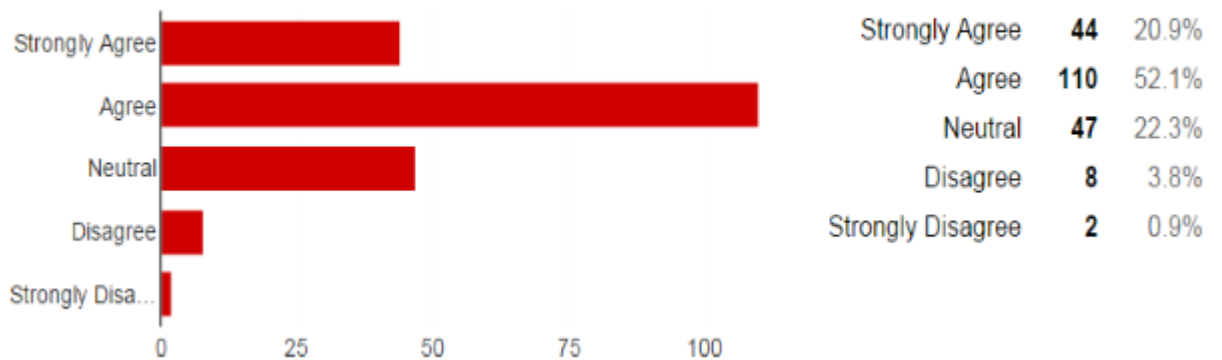


**Figure 20: Personality match of product ads**

*Interpretation*

Digital media contributes to the creation of a brand personality, which is a set of human characteristics associated with a corporation. As a result, clients must actively seek out the product that best suits their personality. They can find things that reflect their personalities through digital marketing and media content.

*It makes me frequent buyer*

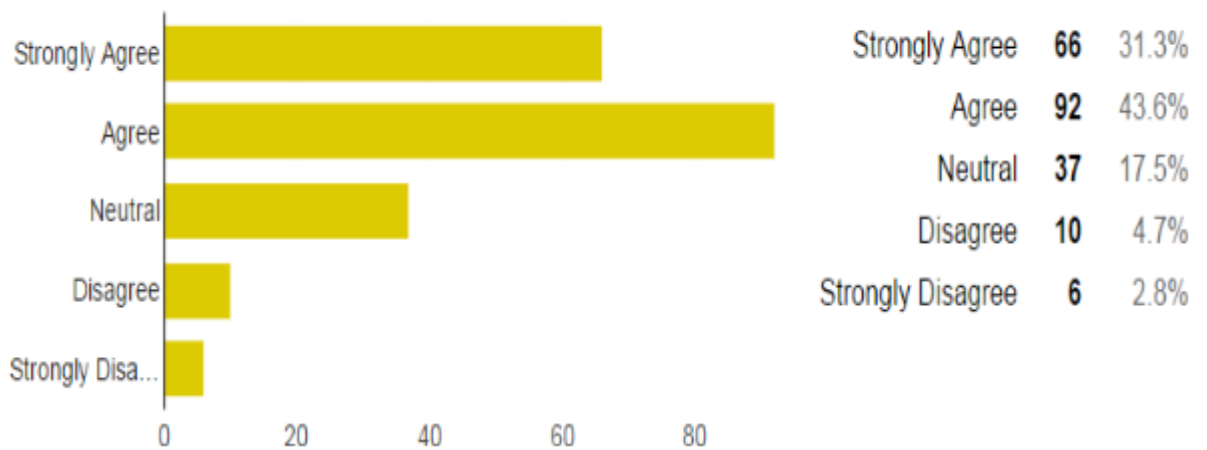


**Figure 21: Frequent Buyers**

*Interpretation*

To please clients, e-commerce sites must create a robust customer base. Marketers use new marketing methods, such as steep discounts, outstanding offers, and customer loyalty programmes, in order to entice more individuals to join the organisation.

*I read blog/expert review about the products before making purchase decision*



**Figure 22: Importance of of reviews, expert advice and blogs**

### *Interpretation*

Before making a purchasing choice, the majority of respondents said they read blog/expert product evaluations. Consumers are increasingly using online resources to find relevant information, expert evaluations, and blogs about the product as a result of the rise of digital media. As a result, they may be able to lessen post-purchase unhappiness with the items purchased.

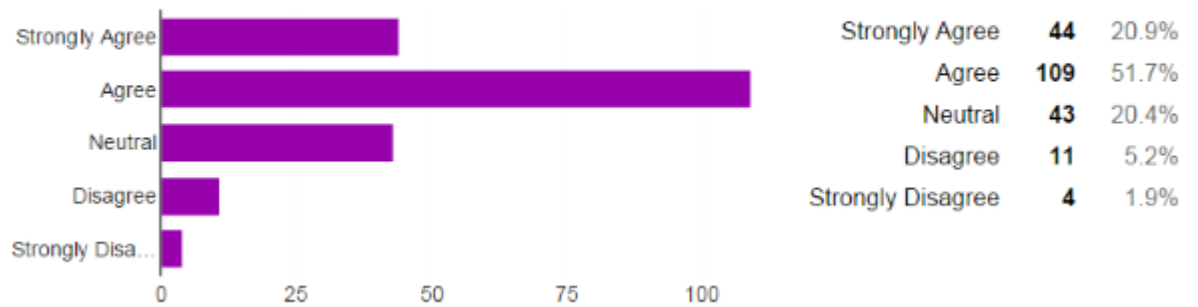


**Figure 23: Impact of Emails and Push notifications**

### *Interpretation*

According to the graph above, the majority of respondents agree that email encourages individuals to shop at e-commerce sites, while a minority disagree. Emails are customised communications that are sent to specified recipients. They persuade us to check out the e-store through the means of offers and discount coupons..

*Ads on social media motivate me to visit e-store*

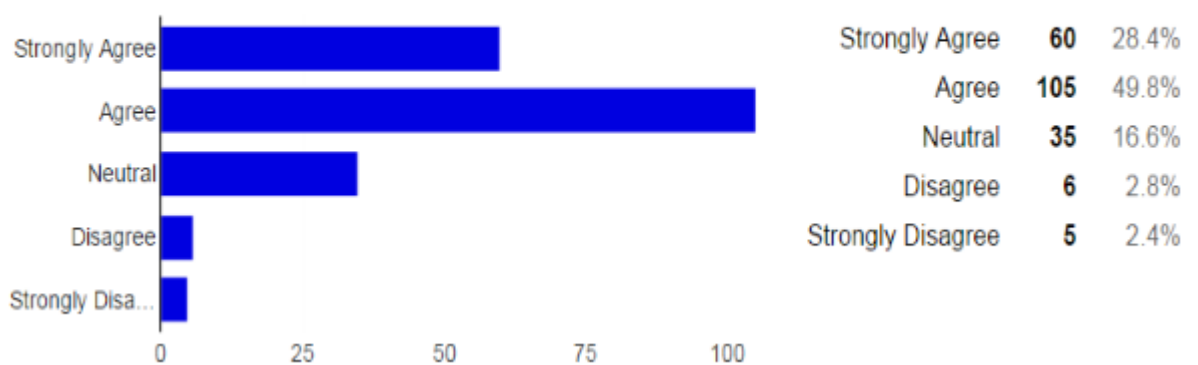


**Figure 24: Influence of Social Media Ads**

*Interpretation*

According to the poll, social media advertisements are more intriguing, hilarious, original, appealing, instructional, and luring than e-store advertisements. As a result, these adverts function as a stimulus for people to make online purchases. As a result, these adverts encourage individuals to visit e-store and purchase items online.

*Digital Media make me visit e-store at any time from anywhere*

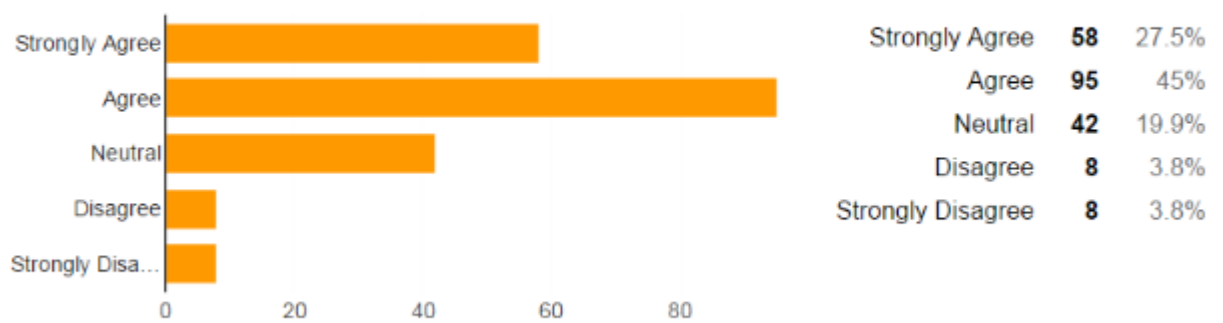


**Figure 25: Convenience of using**

### *Interpretation*

Consumers had to spend an entire day shopping in physical stores when e-commerce was not available. It consumes their time and energy, leaving them exhausted. Consumers can now visit the virtual store multiple times enabling them to make an informed purchase decision. As a result, you can use digital devices and shop from the comfort of your own home or office. When e-commerce was not available, buyers had to spend an entire day shopping in physical stores, visiting multiple locations to discover suitable products.

### *I am not loyal to one brand and seeks for alternative*



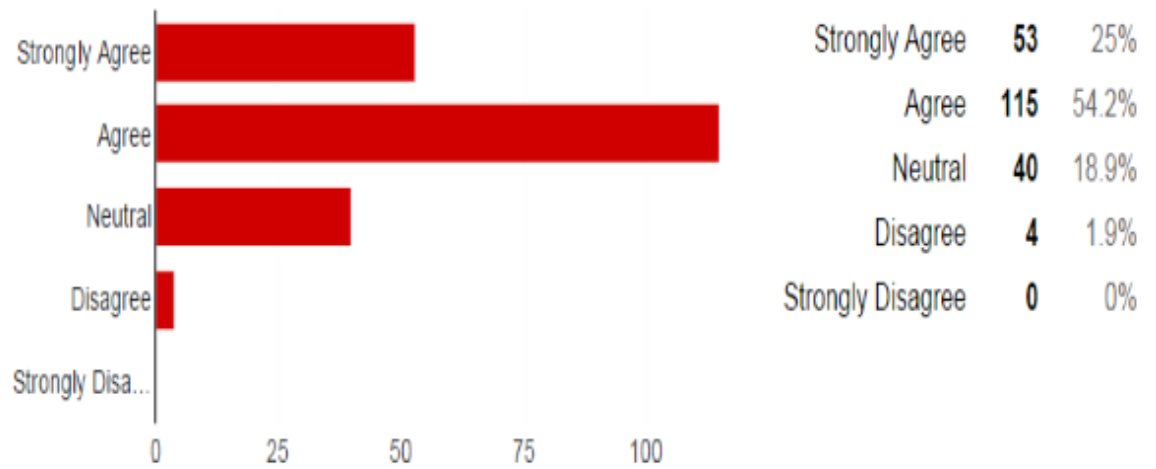
**Figure 26: Customer loyalty toward brands**

### *Interpretation*

Only a small fraction of respondents are loyal to a specific brand. The vast majority agree that they are not brand loyal. Client purchase behaviour is influenced by digital media by persuading individuals to be value seekers rather than brand loyalists. People select the best alternative based on variations in pricing, quality, product, service discount, offers, and delivery mode.

*How does an E-Commerce Website/App influence your buying behaviour?*

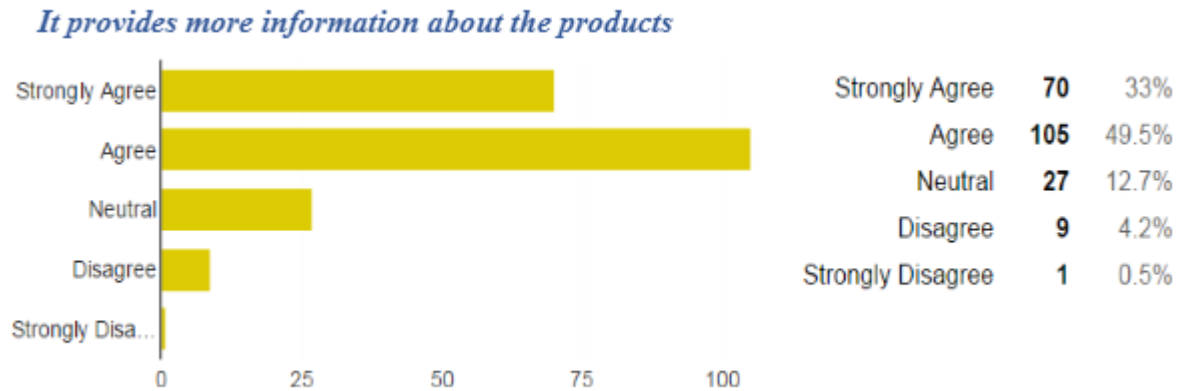
*It is convenient to purchase products online*



**Figure 27: Overable convenience and experience**

*Interpretation*

Almost all respondents consider online shopping to be convenient. Shopping online takes less time, effort, and energy. Customers can make purchases at any time and from any location. They only require a smartphone, a computer/laptop, and internet access. They can use internet banking to select a product and finish the purchase.



**Figure 28: Convenience in searching information**

### *Interpretation*

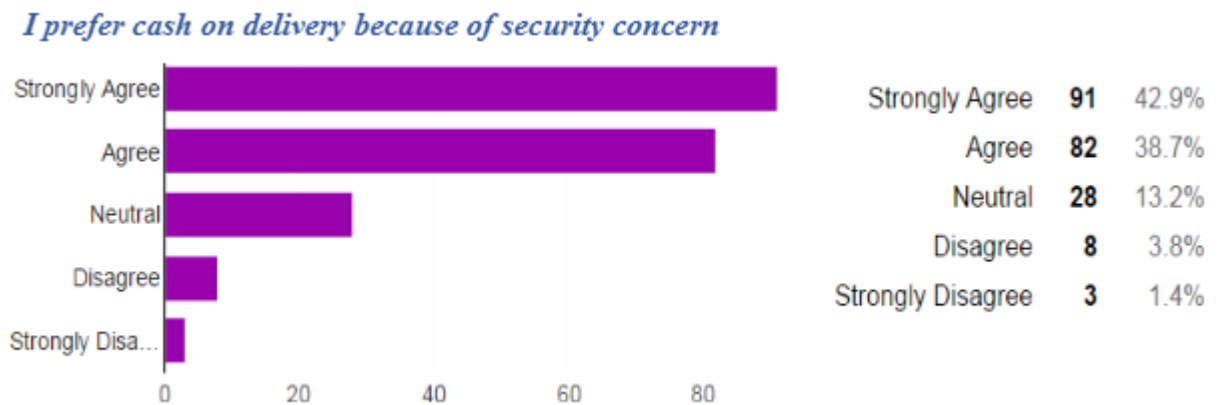
If a customer is undecided between two or more products, he might use e-commerce websites to examine their features or characteristics. This decreases the possibility of post-purchase dissatisfaction with the purchased product. According to the majority of respondents, online shopping sites provide more product information than traditional retail stores.



**Figure 29: Likability of discounts, offers etc.**

### *Interpretation*

Consumers gain from severe competition among e-commerce businesses in terms of pricing, quality, and service. Before purchasing a product, consumers examine its price, brand, features, and quality. They exclusively buy from e-commerce companies that provide the best value to the user.



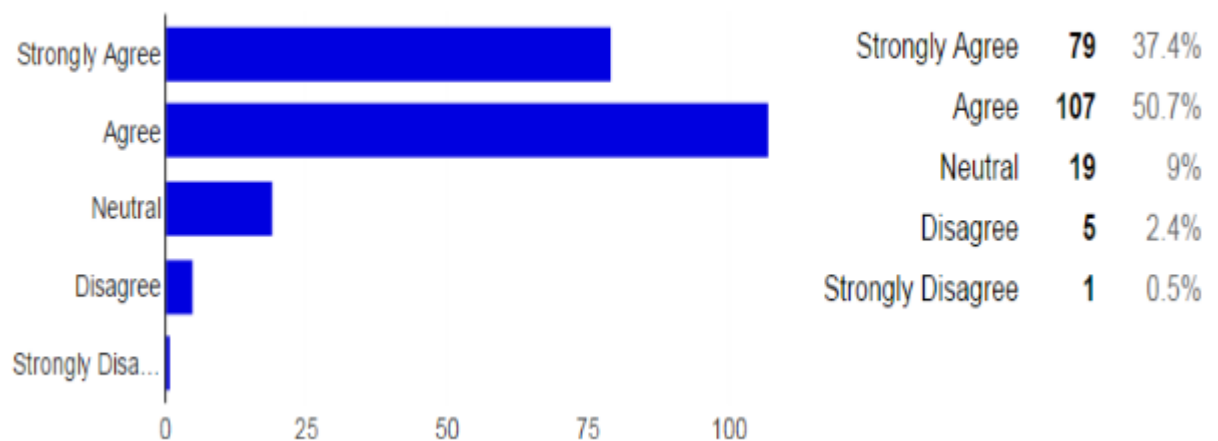
**Figure 30: COD preferences**

### *Interpretation*

After noting consumers' hesitation to make online payments, e-commerce companies established the notion of COD. This technique is well-liked by customers, leading to an increase in the company's existing customers. Respondents in the graph agree that they prefer cash over cards for delivery due to security concerns.



*I can use it anytime and from anywhere*



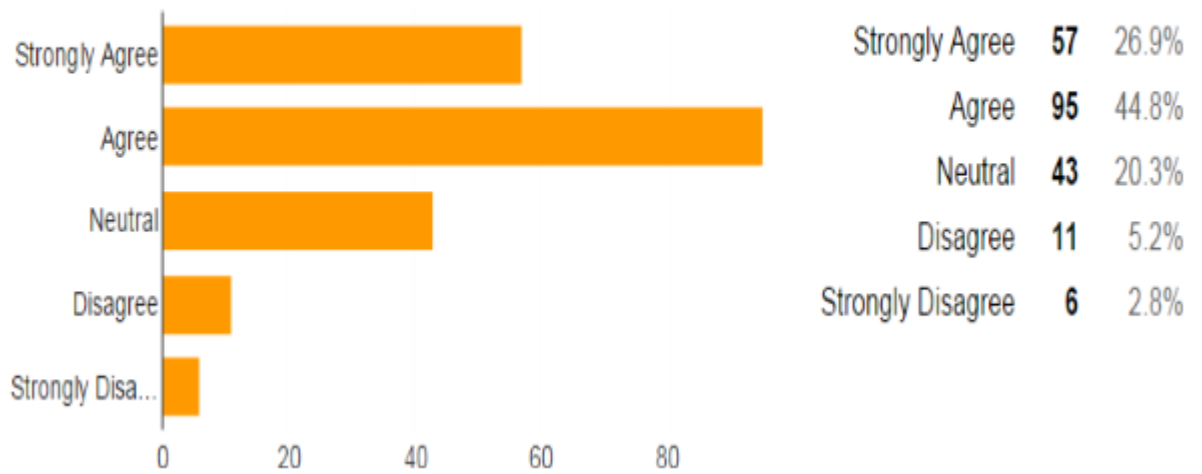
**Figure 31: Analysis of time and place convenience**

*Interpretation*

Consumers had to spend an entire day shopping in physical stores when e-commerce was not available. Consumers can now visit the e-store as many times as they want using digital devices. Customers can use digital gadgets and the internet to make purchases from the comfort of their own homes or workplaces through e-commerce.

*Smart Phone's influence on buying behaviour in Physical Stores.*

*I use mobile phone while shopping in physical store*

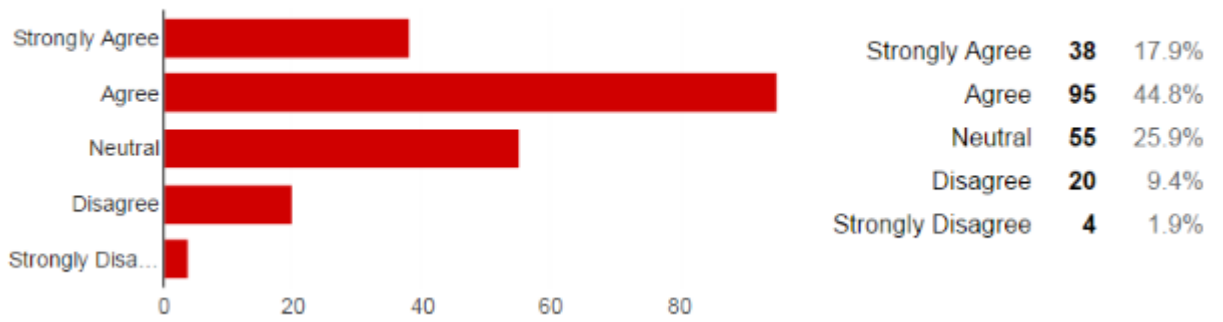


**Figure 32: Usage of mobile devices in physical store**

*Interpretation*

While shopping in a physical retail store, the majority of respondents use their mobile phones. Customers can analyse the cost of products in different stores to determine whether they are more or less likely to be purchased at the same price – this is known as a store-by-store comparison. As a result, the consumer becomes a value hunter. They can purchase the goods that are the most valuable to them.

*Mobile phone usages create a distraction while shopping*

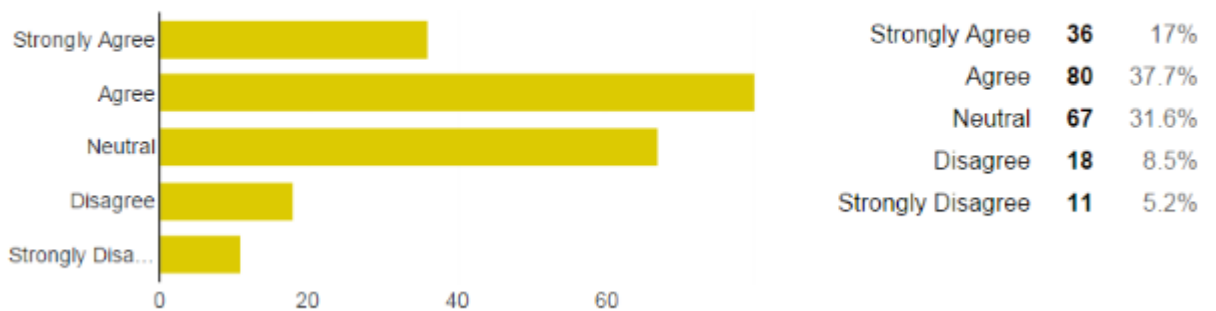


**Figure 33: Distraction of using mobile phone while shopping physical store**

*Interpretation*

A customer is more likely to make a buy when he uses his smartphone to gather information in a physical store. When he uses it for social purposes, such as conversing or interacting with someone, it becomes a distraction when he is out shopping. The graph above shows that the majority of respondents believe that using a mobile phone while shopping is a distraction.

*I forget to buy those products which I planned because of mobile phone usages*

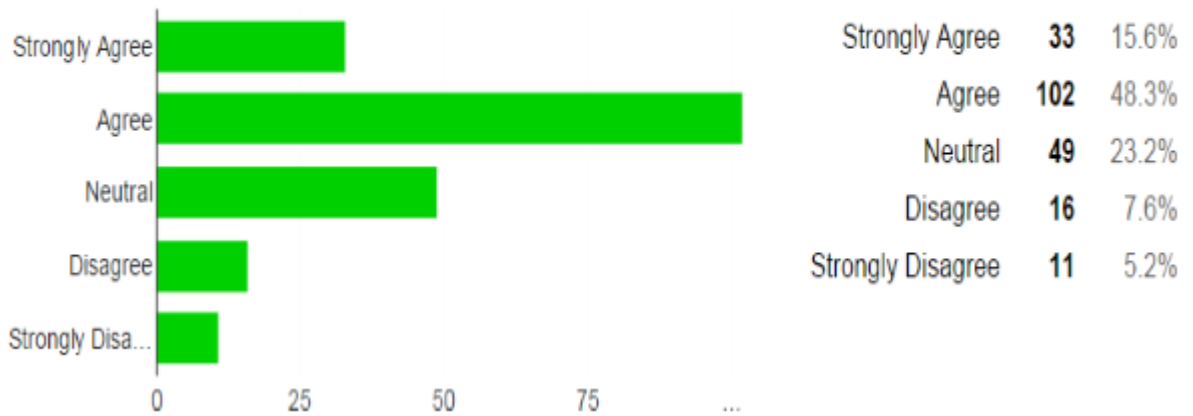


**Figure 34: Distraction of using mobile phone while shopping physical store**

### *Interpretation*

According to the graph above, people fail to buy the items they intended to get because they are distracted by social media and other distractions. Customers also forget to buy the items they intended to acquire as a result of their mobile phone usage. Customers use it for social activities such as talking or interacting with others, causing distraction while shopping.

*I use my mobile phone for social purposes (talk, chat) rather than to get information about products and services.*

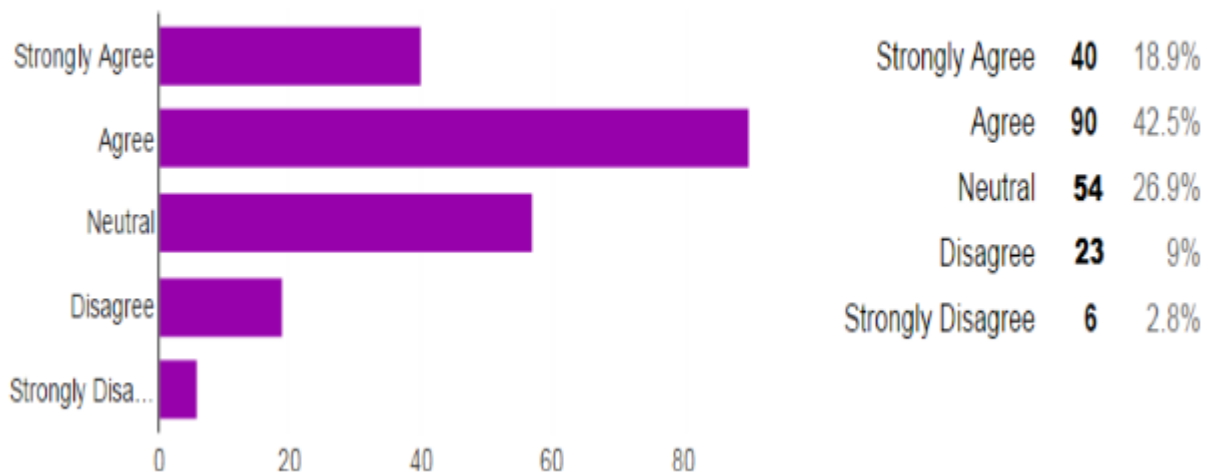


**Figure 35: Usage of Mobile phone while shopping in physical store**

### *Interpretation*

When a customer uses his smartphone to obtain information in a physical store, he is more likely to make a purchase. If he uses it for social purposes, such as talking or speaking with someone, it becomes a distraction when shopping. According to the graph above, the majority of respondents feel they use their mobile phones for social purposes rather than learning about items and services.

*I purchase items which I have not pre-planned to purchase.*



**Figure 36: Physical store purchase analysis**

***Interpretation***

Majority of respondents agree that they purchase things they did not intend to purchase. Smartphones are used by customers at physical stores for social activities such as talking or chatting with others, causing distraction while shopping. They do not buy the things that they intended to buy. They buy items they didn't intend to buy, which means they buy things they don't consider. As a result of this, smartphone use increases impulsive buying at outlets.

## ○ MAJOR FINDINGS FROM THE SURVEY

Some of major finding from the research in a summarised form:

Out of all of those who responded, 71.4% of people 's smartphones had a major impact while for 45.1% of respondents computers/laptops had an impact on purchasing decisions.

46% of those responded use digital devices like mobile for social media.

Facebook has the largest influence on purchase behaviour for 76.3 percent of respondents.

For 51.2 percent of respondents, social media factors such as social media advertisements and 44.5 percent of respondents, expert reviews had the greatest influence on purchasing behaviour.

Flipkart prompted 62.7 percent of respondents to purchase a product, and appealing e-commerce discounts influenced 61.2 percent of respondents' purchases.

Discounts/offers are a driving force behind e-commerce for 42.3 percent of respondents.

For 63.2 percent of respondents, social media is the most appealing/influential form of advertising.

39.8 percent of respondents prefer to buy products in the range of 500-1500, while shopping online.

72.9 percent of respondents' majority purchase is clothing and accessories online shopping.

37 percent of those surveyed make an occasional buying process.

53.1 percent of respondents would rather buy from an e-commerce site that offers high-quality products at a reduced price.

73 percent of respondents are frequent customers because of digital media.

Before making a purchasing decision, 74.9 percent of respondents checked expert reviews/blogs.

Email motivates 56.4 percent of respondents to visit an e-store, while social media motivates 72.6 percent.

Brand loyalty is missing in 72.5 percent of respondents.

Because of security concerns, 81.6 percent of respondents choose cash on delivery.

According to 62.7% of respondents, cell phones are a big distraction while shopping in physical retail outlets.

Because of mobile phone usage in physical stores, 61.4 percent of respondents engage in impulsive purchase, while 54.7 percent neglect to buy pre-planned things.

## 5. CONCLUSION

New digital technologies are now an essential element in our daily life, and the introduction of modern day shopping sites has enhanced the popularity of digital media. This investigation led us to the conclusion that digital media has an impact on consumer purchasing behaviour. Consumer purchasing behaviour has increased since the arrival of e-commerce portals such as Amazon, Flipkart, Snapdeal, and others, since these sites cater to customers' shopping demands. Some of the best benefits of e-commerce that contributed immensely to its growth are COD, EMI options, lower cost and discounts, convenience of ordering from home etc. The ability to reach rural areas is a game changer because of the simplicity provided by e-commerce. People can order anything without having to go a big distance thanks to smartphones and the internet.

Consumers are price-conscious; they want to get high-quality goods at a cheaper price and get good value for their money. Marketers must understand the factors that influence consumer purchase behaviour. India's booming e-commerce business is anticipated to be worth \$0.5 trillion in the next ten years. Because of the rapid rise of online shopping, most brand- and price-conscious consumers are flocking to different websites to buy or compare product pricing with traditional businesses. Discounts, freebies, 40% off, bargains, and so on all have an impact on purchasing behaviour. Internet marketing has a large impact on purchasing choices. It comprises, among other things, digital media advertisements, online feedbacks and surveys, newsletters, e-mail advertising and notifications, and on site advertisements. Smartphones, the social media site Facebook, and appealing offers, according to survey data, have been the most influential on purchasing choices.

Consumers can now easily obtain information at the touch of a button. This allows customers to shop for and compare a wide selection of items and services at any time and from any location. This trend has escalated now that consumers may utilise mobile apps to obtain information and shop.



As a result of the increased competition among e-commerce enterprises, marketers are dealing with a range of difficulties. Among these challenges include pricing competition, quality competition, product variety competition, speedy delivery competition, strong consumer switching power, customer unwillingness to acquire expanded items, less consumer loyalty, and so on. Consumers are experiencing challenges such as lack of getting an actual feel of the product, safety and reliability is also something to worry about in online payments, and lengthy return procedures, among other things.

It has been observed that not only online but also offline purchase is influenced by new digital technologies and media. Using a smartphone when shopping in a retail store encourages us to lose focus and leads to unwanted purchases.

From all this data it could be concluded that modern media has changed client purchasing behaviour; it has made customers hasty purchasers, value orientated, and price sensitive. As a result, advanced media guarantees a variety of client liberties, such as the right to choose the best quality item at the lowest cost, to improve personal satisfaction, to redress his grievances, to obtain product information, to speak out against unfair trade practices, and to obtain after-sales service. In order to attract more customers, marketers must have a distinct pricing approach. They should design tactics that enhance the shopping experience of the customer and attract them to return.

## **6. RECOMMENDATIONS**

- Marketers need to categorise the type of digital media and their impact on the people in order to do more targeted marketing. This will ensure a very high conversion rate.
- When it comes to electronic products, marketers must understand the accessibility of digital facilities to the youth group before releasing any digital product.
- Since most research has found that consumers are risk averse, they must be educated on how to manage the risks connected with digital media.
- Consumers need to be aware of Digital shopping and there is a need to create a proper awareness
- The report concludes by advising all the readers to be mindful of all digital shopping sites and to maximise their utility to the greatest extent possible while exercising extreme caution and care.

## **7. LIMITATIONS**

- Convenience sampling
- Limited size of sample
- As there is very little study conducted on the subject, secondary data was not abundant.

## **8. SCOPE FOR FUTURE STUDY**

- A lot of primary research needs to be done to solidify the concept.
- Study on the category based digital media can also be conducted to get more precise understanding.
- A scope for the study of neuromarketing associated with digital media to understand the buying behaviour should also be conducted.

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## ANNEXURE

### Gender

- Female
- Male
- Prefer not to say

### Age

- Less than 15
- 16 - 20
- 21 - 25
- 26 - 30
- 31 - 50
- More than 50

### Annual Household Income

- Less than Rs. 3,00,000
- Rs. 3,00,001- Rs 5,00,000
- Rs 5,00,001- Rs 7,00,000
- Rs. 7,00,001- Rs 10,00,000
- Above 10,00,000

### Which digital devices have influence on your purchasing decisions?

- Mobile
- Coumputer/Laptop
- TV
- Radio
- Other: \_\_\_\_\_

What is the purpose related to purchase behind using these devices?

- E-Shopping/Teleshopping
- Social Media
- Information
- Communication
- Other: \_\_\_\_\_

Which Social Media site influences your purchasing behaviour?

- Facebook
- Twitter
- YouTube
- Instagram
- Other: \_\_\_\_\_

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

- Advertisement on Social Media
- Expert Review
- Blogs
- Like/Dislike of products
- Other: \_\_\_\_\_

Which E-Commerce site motivates you to purchase product?

- Flipkart
- Snapdeal
- Amazon
- Myntra
- Other: \_\_\_\_\_

What factors of this E-Commerce site influencing your purchases.

- Adson Internet
- Adson TV
- Special Sales
- Attractive offer
- Other: \_\_\_\_\_

Which is most motivating factor behind E-Shopping?

- Discount/Offers
- Variety of Products
- Quality
- Service
- Delivery at home

What do you think is most attractive/influential way of advertisement?

- Digital Television
- Radio
- Podcast
- Social Media
- Electronic Billboards

I preferred to purchase products online, having price range?

- <500
- 500<1500
- 1500<5000
- 5000<10000
- >10000

Products I purchase online are?

- Clothing and Apparel
- Electronics
- Books
- Jewelry
- Household
- Other: \_\_\_\_\_

I make online purchase, usually?

- Once in a month
- 2-3 times/month
- 4-5 times/month
- more than 5 times in month
- Occasionally/festival

I make purchase for a product on website which offers me product with?

- High-Quality
- Low-Quality
- Quality at less price
- Low price and quality

Level of satisfaction or dissatisfaction for previously purchased product/service, leads to?

- Committed Customer/Brand Loyalty
- Repeat Purchase
- Increase Use
- Brand Switch
- Discontinue Brand



## Digital Media Influence on buying behaviour

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
It offers products match with my personality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It makes me frequent buyer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I read blog/expert review about the products before making purchase decision	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email motivates me to visit e-stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ads on social media motivate me to visit e-store	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Digital Media make me visit e-store at any time from any where	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am not loyal to one brand and seeks for	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How E-Commerce Website/App influence your buying behaviour

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
It is convenient to Purchase products online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It provides more information about the products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I go for ecommerce site, which gives best offers, quality and discounts on product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer cash on delivery because of security concerns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Smart Phone's influence on buying behaviour in Physical Stores.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I use mobile phone while shopping in physical store	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mobile phone usages create a distraction while shopping.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I forget to buy those which I planned because of mobile phone usages.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I use mobile phone for social purpose (talk, chat) rather than to get information about product and services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I purchase items which I have not pre-planned to purchase.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>