

# The Impact of Digital Media on Consumer Purchase Behaviour

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**Abstract – This paper analyzes those research papers which are currently published regarding customers of digitalized and social network marketing platforms. There were five trends and categories which were recognized and brought in this article, namely: (i) customer or consumer digital culture, (ii) reactions to digital advertising and promotion, (iii) impacts of digital atmosphere upon customers' behavioral aspects, (iv) mobile climates, and (v) web-based or digital word of mouth (WOM). Cumulatively all these papers try to understand and realize things from various perspectives on how customers feel, comprehend, effect as well as get impacted by the online climates which are part and parcel of their day-to-day routines nowadays. There's a lot more things to explore, however the present research wants to concentrate on word-of-mouth which is just a section of the online customer experience. Quite a few paths in association with the forthcoming research are taken to boost scholars for considering a wider range of contexts.**

**Keywords: Consumer, Purchase, Behaviour, Digital, Media**

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## I. INTRODUCTION

Utilizing the web, web based life, portable applications, and other advanced correspondence advances has progressed toward becoming piece of billions of individuals' everyday lives. For example, the current rate of web use among American grown-ups is around 87% and is more like 100% for statistic gatherings, for example, school instructed and higher-pay grown-ups [1]. More youthful individuals—the up and coming age of mass purchasers—have comparatively abnormal states [2]. Individuals additionally invest expanding energy on the web. For instance, in the UK, throughout the most recent decade the quantity of hours spent online by grown-ups has dramatically increased, and now midpoints 20.5 hours out of each week [3]. Internet based life has filled piece of this development: worldwide there are presently in excess of 2 billion individuals utilizing web-based social networking [4], and Facebook alone currently has around 1 billion dynamic clients for every day [5].

Obviously, individuals are presenting themselves to more computerized and web based life. This is for some, reasons, incorporating into their jobs as buyers as they scan for data about products, buy and expend them, and speak with others about their encounters.

Advertisers have reacted to this basic move by expanding their utilization of computerized promoting channels. Truth be told, by 2017 around 33% of worldwide publicizing spending is estimate to be in computerized channels [6]. In this way, future shopper advertising will to a great extent be completed in advanced settings, especially online networking and versatile. It is subsequently fundamental for buyer research to inspect and comprehend purchaser conduct in advanced conditions. This has been going on throughout the most recent decade, with expanding measures of research concentrating on advanced buyer conduct issues. The writing is still generally incipient, in any case, and more research is obviously required—especially given the consistently changing nature of the advanced/internet based life/portable conditions in which buyers are arranged and interface with brands and one another. This article endeavors to consider extremely late advancements on these issues in the customer conduct/brain science writing, and in doing as such wants to goad new, pertinent research.

This survey depends on articles distributed in the middle of January 2013 and September 2015 in the four driving shopper look into diaries: Journal of Consumer Research (JCR), Journal of Consumer Psychology (JCP), Journal of Marketing (JM), and

Journal of Marketing Research (JMR). Articles identified with advanced promoting, web based life, and online informal exchanges are included in this audit. Altogether, 29 articles were distributed on these themes in the shopper conduct writing over the most recent couple of years, recommending this is an undeniably prevalent space inside customer explore. Notwithstanding these articles, there were three audit articles worth making reference to: (i) Berger's survey of informal exchange and relational correspondence explore [7], (ii) Meta-examination of online verbal impacts [8], and (iii) Yadav and Pavlou's audit of promoting in PC interceded situations [9].

The definition of Digital advertising or marketing is purchasing and selling information, goods and services through digital platforms via internet. Internet as well as electronic communications in trade and merchandising is shaping the whole focus and environment of finance along with trade prototypes, revenue ways, clients and supply chains. Novel merchandising designs are budding in all the sectors of the New Economy environment. The sector of tours and travel notices a radical transformation in the past ten years. As per a recent survey, digital tour and travel sector dominates almost 76 % net commercial structure of Indian economy.

Tickets and other travel arrangements are conducted in third party website or airlines websites. Clients of e-commerce are provided the chance to get immediate and accurate delivery, swift transactions and so on. Not just that, matrimonial websites are now good platforms to find a good match whereas classified websites for getting jobs as well. E-retailers are nowadays taking lead in other things such as intangible aspects, for example, relationship, information, brands and persons as well as systems. The influx of e-commerce in daily lives compels individuals to opt for e-shopping.

The effect of online commercial platforms is transforming every bit of financial structure. More and more organizations are choosing to build e-customer base for their products and services. A few retailers are growing their individual brands over the internet India is the third biggest Internet using country and after the development of internet, the advertising and marketing strategy is more client or public oriented. The rise of online marketing is unparalleled. As far as present situation is concerned, people are way more conscious and comfortable to use internet in different courses of daily routines. So, the internet has become the dominant aspect of the marketing industry.

Other than online platform, offline commercial structures are also flourishing. In spite of being a late bloomer in e-commerce section, India is thought to grow by 50% in upcoming years on annual basis the nation is the 3rd biggest country with internet

population with more than 120 million people. The huge and swift increment is believed to raise the population up to 330 million in 2015.

With latest trends and predictions, youth of the nation with money in their pockets are technologically more flexible and fluent to use internet for shopping purpose Books, garments, beauty products, electronic gadgets, travel and other things are the predominant aspects in e-commerce section. Urban cities, metropolis is the hubs of these e-commerce purchases with Mumbai, Delhi and Kolkata being the top 3 places. Snap deal from Indian entrepreneurs was started in 2010 [10]. Presently, the e-commerce sector contributes minimally in national GDP but as per the prediction, the huge scope and flourishing situations are just a matter of time.

As per the Indian culture and mindset, younger generations are meant of following rigid norms and morality. Naturally study and career building are supposed to be their prime concern. As per the mentality, Indian youth and students are a big part of this market and the retailers are directed to manufacture things accordingly.

This research investigates and estimates the degree up to which young generation takes a roleplaying part in directing marketing plans and impacting manufacturers for capturing the present and capable youth section of the society.

As per the National Youth Policy-2014, this research will include the whole population of 15 to 29 years, constituting 27.5% of the Indian population as per the Census 2011. This number reaches almost 33 crore of people across the country.

## II. REVIEW OF LITERATURE

Some vital literature reviews are as follows:

Vishal Khasgiwala & Monica Sainy have done a paper with a title of "Gender disparity wise study of Impulsive buying behavior and exploratory tendencies of youth in central India", to investigate about the purchasing behavior among men and women buyers. Impulsive purchasing are pretty much common with people as human nature is a about mentality and its biochemical and psychological thing.

Beatty and Ferrell narrated that impulsive purchasing means buying excluding any previous buying aims of having any particular object or urgency. It's not strategic although begins promptly after initiation of specific stimulus. As a country of being developing and transitional economy, technical flourishments like television purchasing channels along with internet driven customers, impulsive buying scopes are on high, which in turn

make the whole experiences of buying easy and smooth in terms of accessibility and product choices.

Impulsive purchasing is defined with respect to fast decision taking aspects with a subjective preference for prompt acquiring some products or services.

The research by Tucker (2014) explored that the association shows a gender related variation and impact on exploratory trends on impulsively purchase nature among young women [11]. Young women have a nature of searching for variety, novel ideas as well as risk taking and inquisitive minds, resulting in spontaneous or uninhibited purchasing behavior. This is quite less among men buyers.

The number of people falling into the age category of 15-34 gets raised from 2001 to 2011, showing as high as 430 million of 2011 from 353 million of the last decade census.

The present development shows a hint of reaching up to 464 million in 2021. Within 2020, 64% Indian people would be under working age category and the nation is the youngest one across the world.

### **III. RESEARCH THEMES AND FINDINGS**

A consumer study on digital marketing and social media was done lately where five separate research themes occurred and they are: (i) consumer digital culture; (ii) advertising; (iii) effects of digital environments; (iv) mobile; and (v) online WOM and reviews. Online WOM along with advertising are most well-known themes as they are comprised by nearly half the articles and represented by one-quarter of the articles, respectively. Every theme will now be discussed below.

#### **A. Consumer Digital Culture**

Consumer digital culture study takes the consideration of digital environments where the customers are placed. A primary factor of the study is to know how the identities and self-concepts of customers extend into digital worlds like the work of Belk [7]. Belk (2010) extended the study he had done before on "Extended self" so he could bring digital environments together where the customers place themselves which is a significant part of the theory development as it takes the consideration of the theories like capacity of customers to have numerous identities because of having numerous online characters [7]. Numerous fields have been recommended by Belk for the future study. McQuarrie et al emphasized fashion blogging as a way of validating the megaphone effect i.e. the capacity of the frequent consumers to access huge number of audiences by the way of digital or social media.

It is a significant effect and it was discussed how the bloggers build their audiences and gather the social

or cultural capital via the illustrations of good taste. It usually refers to the fact that a blogger or an influencer can make suggestions which can indicate the expertise to others. This is in a specific setting and there are allusions to know about the content-generation behaviors of customers on social media more particularly as indicating positive personal attributes are most probably a common motivation for posting specific things on websites such as Facebook. When such articles are combined, they play a significant conceptual role in the way we view customers in a digital world, especially by pointing towards a prolonged concept of what is to be a customer in the digital world nowadays.

#### **B. Advertising**

Concerning the customer behavior, digital advertising is a quite huge subject in marketing literature and it considers the way the customers react to different factors of digital advertisements. There have been numerous articles lately which considered behavioral factors of digital advertising from different viewpoints. A through-provoking viewpoint was considered in some articles [15] which were based on the ways to prevail over psychological reactance because of customization of digital ad targeting. Schumann et al (2014) studied the way the negative responses to personalization can be tackled with the help of normative interchange appeals rather than utility appeals [9]. Lambrecht and Tucker (2013) did a study on ad retargeting where the personalized recommendations are made on the basis of past browsing history once a customer comes back to a website. Negative responses to retargeting are observe too but they are diminished once the preference of customer gets more accurate [10]. Tucker observed how the personalized website ads are more positively recognized once the customers possess a higher viewpoint of being in control of personal information used for personalization that is directly equivalent to literature on the psychological reactance. It recommends a theoretical method forward for the studies in consumer digital privacy that cannot be seen much.

There have been other articles which took various digital ad response factors into the account. Luo et al(2014) considered the drivers of popularity for group-buying ads such as daily deals where it was observed that social impact was a primary determinant of deal popularity [12]. Jerath et al(2014) conducted a research on the feedbacks to search engine advertising where it was found that the customers searching for less-popular keywords have to put extra effort in searching [14]. Puccinelli et al did an evaluation of digital video ads such as the one which are on websites like YouTube and Hulu and the way the TV show emotions are connected with energy levels of ads to impact the feedbacks of customers is shown. According to the observation, affective matching between show and ad is quite efficient as once the customers go

through deactivating emotions like sadness, it is difficult to display energetic advertisements. Dinner et al found out how digital display and search ads determine the online and offline purchasing for a retailer where it is observed that digital ads are more efficient in comparison to offline ads while driving online behavior. Goldstein et al did a research on annoying website advertisements where it was shown how they lead to economic costs for the advertisers and cognitive costs for the customers.

### C. *Impacts of Digital Environments*

Lately there has been a theme arising which is the way the digital media or social media atmosphere can have an influence on customer behavior [23]. It can be said that the outcomes are environment-integral (impact of digital environments in those environments) or environmental-incidental (impact of digital environments on behavior in the other environments). There can be different informational and social features of digital or social environments which can influence the subsequent behaviors and examples are being bare open to reviews of other customers or they bid in online auctions or to lives of friends via social media.

Lamberton et al (2013) observed the environment-integral outcomes where they explored learning from unknowns in digital environments and it was seen that customers in the competitive online settings imply social difference and their actions are offensive towards unknowns [17].

### D. *Mobile*

Consumer behavior in the mobile background has seen a significant growth too because of customers using mobile devices much more than before. Hui et al conducted a research on in-store shopping background where it was seen how the customers reacted to mobile coupons in physical shops. Brasel and Gips emphasized the shopping on mobile devices and especially on how the touching products rather than mouse clicking can cause growth in sense of psychological ownership. It has a significant part to play as the customers having physical contact with mobile phones and the way it can impact decision making is negligible [30]. It was observed that there were numerous product categories where mobile display advertisements had no effects at all though they did raise the outlooks and purposes for high level of participation, utilitarian products, etc.

### E. *Online WOM and Reviews*

WOM is most-represented subject in the digital and social marketing research and it is expected considering the trust the customers have on the socially sourced online data. There were numerous sub-themes taken into the consideration lately. Kronrod and Danziger suggested how the figurative vs. literal language in online reviews had a positive

impact on customer outlooks and selection for the hedonic products. Moore observed the descriptive language in the online reviews where it was observed if the actions or responses of customers had an impact on supposed review helpfulness. Hamilton et al took the negative WOM into the account where they observed the use of softening language while passing on negative opinions such as "I don't want to be negative but..." and how it leads to growth in the reviewer reliability and geniality. Tang et al observed two types of neutral language: mixed (positive and negative) against indifferent. It was seen how the mixed neutral (vs. indifferent) WOM increases the effects of WOM on purchase. Ludwig et al examined the affective language in reviews and evaluated how a linguistic style review which is constant with usual linguistic style used for product group had an impact on sales and it was observed how the positive affect can cause growth in conversions, though at a diminishing rate, whereas negative affect can reduce conversions and corresponding linguistic styles were observed to be useful. Chen and Lurie did the evaluation of time-based contiguity language in the online reviews (reviewers showing how they gone through the same lately), and it was observed that if the experience was apparently recent then the consumers discount positive reviewer opinion was low.

One more topic was evaluated lately which was the differences between online and offline WOM. Lovett et al [33] observed how the social and functional brand features are the drivers of online WOM while emotional brand features are the drivers of offline WOM. Eisingerich et al [34] observed the differences between converting WOM into social media like Facebook versus offline which shown that the customers tend not to convert WOM into social media due to high perceived social risk.

A few more articles took the problems related to additional online WOM into the consideration. To take an example, He and Bond [33] observed the online reviews leading to good versus bad estimations of the consumer brand enjoyment and it was found out that estimation faults relies on the extent to which the preferences of reviewer and customer are the same. Cascio et al [34] observed neural relations between exposure and opinions of others in online WOM framework where exposure to social effects were associated with brain regions in shifting individual preferences and considering others.

He and Bond [35] observed the sets of online reviews and studied the way the customers infer opinion dispersal and if it is accredited to product or the tastes of reviewers being diverse. Anderson and Simester [38] acknowledged the occurrence of the misleading reviews given by individuals who did not even buy the product which shown that practice

is not restricted to the competitors but it also comprises of the current consumers who do not have financial motivation to bias online ratings.

Social trends have faced a lot of changes in the digital period and the changes will keep occurring having a direct effect on the customer behavior and demands. It can be difficult to adopt or acknowledge the change in customer behavior but it is essential for the brands nowadays to understand it and they must adopt and make changes in the customer service according to the changes. It is possible for digital customer to disturb the competition at present along with the new players in any industry. It can be overwhelming for brands if there is a change in consumer behavior and some challenges can be put forward like growth in negative publicity. Some specific useful opportunities are there too which have risks such as opportunity to be involved with the consumers who observe overall brand value of the good or service instead of only price tag.

#### **F. Setting Standards**

Nowadays, the consumers do not make the comparisons between brands and direct competitors but instead they use all the brands regardless of industry or product. Instead of comparing just the product, numerous brand elements are being compared like service, quality and overall customer satisfaction. Brands should not provide much attention to the direct competitors. Apples and oranges are being compared by the customers of today

#### **G. Customer Tolerance**

It has become very easy for the consumers to complain if there is a bad service which basically means that it is quite difficult now for the brands to please the wants and needs of consumers. A lot of attention is provided by consumers on ease of service and when it is not matched up, the consumers will go take help of the digital media so they can complain and make others aware of what they have gone through. The brands should acknowledge that customers have low tolerance in the comparison of before and they must act according to it if they want to preserve their consumer base.

#### **H. Customer Dialogue**

The customers are now able to create and demolish the brands with social media and consumer forums in the picture. Word of Mouth has always been the king and it still remains one. Opinions of family and friends were what helped the customers in choosing before but now the social media and recommendations do that work. Brand reputations can be raised in one night or fall in one night and it all depends on the communication among the customers.

#### **I. Loyalty**

Consumers are in need for their money's worth and would not agree to cheap goods and services. The consumers would not agree to the overpricing or meagre standards of consumer services. It is important for the brands to know that the consumers today can change their brands anytime and do not possess the brand loyalty in comparison to before. Superiority is necessary for consumers, even if they have to pay for it.

#### **J. Promotion**

Nowadays the customers do not have faith upon the old informational channels like before due to which now the consumer depends on opinion and relations on other channels which are digital based. There has been total change of trend for brands as they have come into digital world and start the conversation with customers which was just for personal comment and opinions before. It is not easy for a few brands to be updated with traditional and digital development at once but it is necessary for them to do in proper order for constant successful conversation and promotion with the consumer base.

#### **K. Information**

Because of the digital revolution, consumers now have much better knowledge regarding the goods and services which means that the brands now do not get to decide the information given to the customers. The consumers now can access information and opinions in few seconds and have adequate amount of facts to make decisions regarding the purchase.

#### **L. Multi Channel Communications**

It is not in the hands of brands to decide the communication ways which are best used by customers. The customers decide it on the basis of the channels being used by their friends, family, etc. Brands should be selecting the channels on the basis of if it will be fitting for the type of interaction they need or else exposure of interaction to customer would not be moneymaking.

### **IV. CONCLUSION AND FUTURE RESEARCH**

There has been tremendous growth in digital media consumer behavior and it mostly focuses on the experiences which are applicable practically and interesting in theory. Researchers focused on the way the customers make use of information such as online WOM, reviews in digital media. Consumer behavior which is not associated with online WOM/reviews must be taken into the

account along with the other kinds of information in online environments.

Consideration of different types of digital environments like social media and mobile have an influence on different customer findings (psychological and economic constructs), which is a high-potential direction for the studies in future. There have been some articles with those studies. It is possible that a lot of customer findings had an impact of digital environments where they are placed. It is also likely that some opposing findings have been observed such as results of Wilcox and Stephen [23] of relating Facebook use to lower self-control. The physical interaction between the customers and digital environments should be explored more considering the observation of Brasel and Gips [25] regarding the sense of ownership while making use of touch-based interfaces to shop. The effects of digital environments on consumers should be studied and it will be essential to observe long-term responses as the effects might not be direct but significant. The researchers should study the significant topics such as consumer privacy problems in the digital marketing and social media background. Tucker [15] conducted a study on it but did not do a thorough exploration of how the consumers have an opinion regarding their privacy, what measures they should take for protecting it and how they value or devalue digital media services which protect privacy.

There is some activity lately in the consumer behavior or consumer psychology literature which is associated with digital and social media marketing and there have been numerous significant contributions to knowledge. Considering the fast-moving nature of digital background and exploring this literature even deeper, there have been studies which have tried to extend our knowledge of key phenomena, evaluation of brand-new phenomena and coming up with the new concepts in a field which does not have recognized conceptual base which will be quite helpful.

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