Impact of Digital Media on Purchase Intention and Selection of Electronic Appliances

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Abstract: This research work examined the Role of Digital Media in Shaping Consumer Behavior- with Reference to Electronic Appliances. The study from its main objective had the following specific objectives, which were to: determine the impact of digital media on purchase intention and selection of electronic appliances. Primary data has been collected by the distribution of questionnaire. Survey has been conducted by using convenience sampling method. Total 600 data has been recorded which was used for further statistical analysis technique. Hypotheses were tested using Regression method. The study found out that digital media significantly impacts on purchase intention and selection of electronic appliances.

Keywords: Digital media, electronic appliances, purchase intention, consumer behavior

1. Introduction

Today, social media is one of the most popular and widely utilized forms of communication. People currently utilize social media to interact with one another all around the world. People have been using social media to discuss their experiences in recent years. This also includes experiences using a product or service or platform. These product reviews posted by social media users are read by thousands of people every day and they have become a source of influencing consumer buying behavior. Organizations have started to use social media to sell their products and services after realizing the value of this medium. Social media is being used today to effectively market products and services and to attract a wide demographic of audience.

This research is about the study of the Buying process of consumer's complex purchases, that keeps a special emphasis on how the process is being influenced by the use of social media. Here, the complex buying behavior refers to the infrequent purchases by the consumer with their high involvement that makes a significant brand

difference. Social media is becoming a new trend. Over the last decade, the World Wide Web has seen a burgeoning in user generated web technologies like blogs, social networks and social media websites. All in all, that is known as social media and these technologies are the actual reason in the enablement of expansion in the user generated content, a community that is worldwide. Social media has given rise to the online platforms like Facebook, Instagram, YouTube, Twitter, where people can connect with each other, share thoughts and the content. This revolution of social media has given new way of gaining the information on the products as well as on services. One consumer's opinion and feedback on products and services can be dominated by strangers on Social media, which subsequently influence the opinions in the offline world also. But undoubtedly Social media has given the power to the consumer where content is generated by them only through online conversations so consumers are the one who play an important role in making or breaking the brand. The marketers try to understand the utilization of Social media by the consumers and their deciding pattern on the basis of the content showed there that can change their decision process.

Social media has become an indispensable tool for consumers online in this day and age. It's no surprise that all kinds of businesses have turned to social media to find and connect with their target market. The figures don't lie either: consumers are 71% more likely to make a purchase based on social media referrals. Millennials are considered as the generation that spends most of their time online, 47% of their purchases are influenced by social media. They are also 1.6 times more likely to use digital channels to learn about new products. This puts social media platforms in a prime position for executing effective digital marketing campaigns. Consumer buying behavior is the study of how individuals and organizations select and use products and services. This primarily focuses on psychology, motivations, and behaviors, such as how people choose between brands, how they research and shop, and how marketing campaigns can be improved so brands can effectively influence them. This paper attempts the impact of Digital media on purchase intention and selection of electronic appliances.

2. Literature review

Consumer behavior refers to how an individual responds to a specific idea or circumstance. Consumer behaviour is defined as the "Processes involving the choice, purchase, use or disposal of products, services, ideas or experiences in order to meet needs and wants" (Solomon et al. 2010). It could as well be defined as "the complex interaction of affect and cognition, behavior, and environmental events by which human beings perform the exchange aspects of their lives," (Ekwueme & Akagwu, 2017). The study of consumer behaviour has moved from why customers purchase to how they make their purchase (Blythe, 2008). Market segment is one of the most critical elements of the industry. In terms of product demand and tastes, customers within the group are more or less identical, so that market segmentation focuses on behavior. In all of the different forms of market segmentation, for example the demographic segmentation (age and gender) geographical (regional and country difference), psychographic market segmentation (people, lifestyle) and then the behavioural (Solomon, et al, 2010).

The behaviors, intentions, desires, and decisions of customers when purchasing a product or service are all part of consumer buying behavior. Understanding market procurement helps detect and forecast the buying actions of consumers (Shen, 2013). An in-depth examination of consumer purchasing behavior aids businesses in determining what product or service customers are purchasing and why they are doing so (Renu & Vandana, 2020). The purchase intention is critical to understand customer buying behaviour. The desire to buy is to deliberately determine the readiness of a buyer to buy a good or service. Essentially, the desire of a customer to purchase goods or services is reflected in his ideas (Renu & Vandana, 2020).

When websites such as MySpace were established in 2003 and Facebook in 2004, the word "social media" became prominent (Duangruthai & Leslie, 2018). Web 2.0 enabled user networks to be created and ideas, information and knowledge to be shared amongst users (Constantinides, 2014). Social media can be defined as the web-based application community that builds on Web 2.0 ideological and technical fundamentals and allows the creation and shared use of UGCs, as defined by the Web 2.0 and Users Generated Content (UGC) definitions (Kaplan and Haenlein, 2010). The media created by the end-user is called UGC. Different kinds of social media exist: community projects (Wikipedia, blogs), content communities (YouTube), social networking (Facebook) and many more (Kaplan and Haenlein, 2010).

Social media can be defined as "Consumer media" which is "a wide range of new information sources produced and used by consumers that wish to share information on any subject of interest with others" (Kohli, Suri, & Kapoor, 2014). According to eMarketer (2013), about a quarter of the global population which is about 1.73 billion people use social media, and was expected that by 2017, the worldwide community on social media will hit a population of 2.55 billion (Schwartz et al, 2010). Many analysts see smartphone and web technologies as a marketing platform for studying social media, based on how users report, co-produce, User material interpretation and changes" (Kohli, Suri, & Kapoor, 2014). This is seen as a paradigm change in company promotion of their goods, since businesses depend more on consumers to lead promotions and build brand speech processes (Kohli, Suri, & Kapoor, 2014).

Social media is not an advertising platform in itself, because it's hard for enterprises to determine how branding affects consumer awareness and engagement, unlike the print or TV advertisement. Positive comments can be good in social media places, however, derogatory remarks also belong to the brand discourse and can be challenging for companies using social media to sell (Ho-Dac, Carson, & Moore, 2013; Kohli, Suri, & Kapoor, 2014). Consumers are part of branding process discussions and debates that do not take their involvement in branding or advertising into account (Kohli, Suri, & Kapoor, 2014).

3. Research methodology

The most important thing have to understand that Research methodology is system to solve the related problem. It is not only science but also an art how to do research scientifically. It is the logic to be used in the context of research. Here problem can be identified from the various literature reviews and previous knowledge. The researcher has to understand the problem which gives him the direction how to solve the problem. Research

methodology consists of series of actions or steps necessary to carry out research work effectively. It not only involves research methods but also logic behind the methods we use, in the context of research.

The researcher has tried to collect the on the basis of various parameters and various areas are selected from the thane district which are as follows:

Location: Pune, Jhansi and Lalitpur

Demographic ratio: Data collected from various categories of males and females.

Primary data has been collected by the distribution of questionnaire. Survey has been conducted by using convenience sampling method. Total 600 data has been recorded which was used for further statistical analysis technique. Hypotheses were tested using Regression method.

4. Result and analysis

Demographics

From survey it is observed that, 219 (43.8%) were male and 281 (56.2%) were female. The demographics are displayed in Table 1. On the basis of age between the ages of 20 and 30, 31.4 percent of respondents were in that age group, 36.2 percent were in their 30-40, and 32.4 percent were in the age group of 40-50. According to respondents' income status, 34.4 percent have incomes between 30,000 and 40,000, 22 percent have incomes between 40,000 and 50,000, and 43.6 percent have incomes between 20,000 and 30,000. According to respondents' educational backgrounds, 24.4 percent are graduated from high school, 27.8 percent have bachelor's degrees, 32.2 percent have master's degrees, and 15.6 percent have post-graduate degrees.

Table 1. Demographic profile

Gender *(n=600)*	N	Frequency (%)
Male	219	43.8
Female	281	56.2
Age *(n=600)*		
20-30	157	31.4
30-40	181	36.2
40-50	162	32.4
Income *(n=600)*		
20000-30000	218	43.6
30000-40000	172	34.4
40000-50000	110	22
Qualification *(n=600)*		
High school	122	24.4
Bachelor	139	27.8
Masters	161	32.2
Post-graduate	78	15.6

Impact of digital media on purchase intention of electronic appliances

In this section, the impact of digital media on purchase intention of electronic appliances using Regression was examined.

Table 2. Impact of digital media on purchase intention of electronic appliances

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.669	0.169		9.882	0.000
	Digital media	0.581	0.05	0.559	11.648	0.000

From the above it is observed that digital media significantly impact on purchase intention of electronic appliances as beta =0.559 and p-value is less than 0.05.

Impact of digital media on selection of electronic appliances

In this section, the impact of digital media on selection of electronic appliances using Regression was examined.

Table 3. Impact of digital media on selection of electronic appliances

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.380	0.193		12.34	0.000
	Digital media	0.368	0.059	0.342	6.28	0.000

From the above it is observed that digital media significantly impact on selection of electronic appliances as beta =0.342 and p-value is less than 0.05.

5. Conclusion

Digital media provide two-way communication, customer reviews and easy access of information about the products. It also facilitates the customers with several social networks to evaluate and compare alternatives. Now a days, customers have become more attentive towards relevancy as well as authenticity of the advertising content and the customer's recommendations are given more preferences over company generated product recommendations. Purchase intention is a critical factor to get understanding about consumers buying behaviour. From our study, we conclude that digital media significantly impact on purchase intention and selection of electronic appliances. With social networks, marketers can communicate and serve their customers in more personalized manner as compare to mass media marketing. Marketers can exploit social media by providing rewards, entertainment, customer's review and satisfaction, to understand the buying behaviour of consumers. But on the other hand, through social media companies are directly dealing with the customers and if the customer

found product, posts or social networking activities of the brand irrelevant then there are high possibilities of losing the customer.

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