

The Impact of Digital Media on Consumer buying behaviour through
multiple devices

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by

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A handwritten signature in blue ink, appearing to be 'Pavto', written over the 'Examined by:' text.

Seal of the School

DECLARATION BY STUDENT

I hereby declare that the data presented in this Dissertation / Internship report entitled, "Impact of digital media on consumer buying behaviour through multiple devices" is based on the results of investigations carried out by me in the (Management Studies) at the Goa Business School, Goa University under the Supervision/Mentorship of Dr. Suraj Pavto Velip and the same has not been submitted elsewhere for the award of a degree or diploma by me. Further, I understand that Goa University or its authorities will be not be responsible for the correctness of observations / experimental or other findings given the dissertation.

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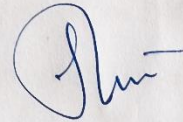
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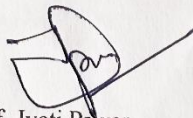
COMPLETION CERTIFICATE

This is to certify that the dissertation / internship report "**Impact of Digital Media on Consumer buying behaviour through multiple devices**" is a bonafide work carried out by **Ms Aarti Bhende** under my supervision/mentorship in partial fulfilment of the requirements for the award of the degree of **Master of Business Administration** in the Discipline of Management Studies at the Goa Business School, Goa University.



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Date: 28/04/2023



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TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Aarti Bhende has worked as a "Digital Marketing Intern" with us at 9 Digits Media, a division of aR Consulting Solutions for a period of 1 month starting March 1, 2023 to April 2, 2023

Her responsibilities included supporting with social media planners and content writing. She has worked within the timelines assigned to her for the projects during her tenure. Ms. Aarti Bhende has a friendly personality and works well as part of a team

We thank Ms. Aarti Bhende for her contribution and wish her all the best in all future endeavors.

For aR Consulting Solutions,
For aR Consulting Solutions

A handwritten signature in black ink, appearing to read 'Rachana'.

Partner
Rachana Nabar Deshpande
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I would like to express my sincere gratitude to 9 Digits Media, for giving me the opportunity to complete my final year college internship with them. I am grateful for the support, guidance, and encouragement provided by Dr. Suraj Velip throughout my internship.

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I am grateful to the entire team at 9 Digits Media for welcoming me into their workplace and providing me with a meaningful learning experience. As a Digital marketing intern, I have learned and gained valuable practical experience in digital advertising, social media postings and creating planners for clients.

Lastly, I would like to express my heartfelt appreciation to my mentor and the staff of Goa Business School for their unwavering support and guidance throughout my academic journey.

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Profile of the Company

9 Digits Media is a digital marketing agency that specializes in providing a range of digital marketing services to businesses of all sizes. They use digital channels, such as social media, search engines, email, and websites, to help businesses reach and engage with their target audience, generate leads, and drive sales growth. The company maintains accounts on various social media platforms such as Facebook, Instagram so that their clients can reach them easily.

Logo of the Company



The organisation offers a range of services, including search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, content marketing, email marketing, and web design and development. These services are tailored to the specific needs of each client and are designed to help them achieve their marketing goals.

9 digits media has various digital marketing specialties which includes web designers and developers, PPC specialists, social media managers, content authors, email marketers, and SEO specialists. The organisation collaborates to design and carry out digital marketing campaigns that are suited to the individual requirements of each customer.

In broad terms, digital marketing agencies are essential for assisting businesses succeed in the challenging world of digital marketing. Businesses can enhance their online presence, raise brand recognition, and ultimately boost sales by utilising their knowledge and experience.

Introduction

The title of my research topic is Impact of digital media on consumer buying behaviour through multiple devices. In today's digital world, consumers have access to a variety of electronic devices, such as smartphones, laptops, tablets, and smartwatches, which have transformed the way they interact with digital media. The impact of digital media on consumer buying behaviour via multiple electronic devices has become a critical area of focus for organizations, as it is capable of having a significant impact on their marketing strategies.

This research will explore the impact of digital media on consumer buying behaviour through multiple electronic devices. We will examine how the use of multiple electronic devices has influenced consumer decision-making processes and how it has enabled businesses to reach and engage with their target audience across various digital channels. We will also analyse the challenges and opportunities that arise from the use of multiple electronic devices in digital marketing, such as the need for cross-device tracking and the potential for data privacy concerns.

We can better understand how electronic devices and digital media are influencing customer behaviour by analysing this research and learning how businesses can use this information to develop successful marketing strategies. We can determine the advantages and disadvantages of using a

variety of electronic devices and digital media to influence consumer behaviour. We can also look at how organisations can use cross-device tracking and digital media to strengthen their customer relationships and increase sales.

Literature Review

The increasing availability of multiple electronic devices, consumers are increasingly purchasing products across multiple devices. The study of consumer buying behavior across multiple electronic devices has become important for marketers and researchers in understanding how consumers interact with various devices during the buying process. In this literature review, we will discuss the latest research on consumer buying behavior across multiple electronic devices. Studies have shown that consumers use multiple devices during the buying process, including smartphones, tablets, laptops, and desktop computers. In a study conducted by Google, it was found that 90% of consumers use multiple screens sequentially to complete a task, with 98% of consumers switching between devices on the same day.

The use of numerous devices during the purchasing process is also influenced by a number of variables, including the type of product being purchased, the level of involvement, and the time of day, according to research. When buying complex goods like electronics, for instance, consumers are more likely to use multiple devices as they look to compare prices and collect more information.

Multiple device use all through the purchasing process has a big effect on consumer behavior. Based on studies, having more opportunities for consumers to interact with a brand across various devices can improve their engagement with the product and company. Even so, using multiple devices can also cause consumers to become frustrated and perplexed, especially if they run into discrepancies in the product information displayed on various devices. This might have a bad effect on the entire shopping experience and make repeat transactions less likely.

Marketers must make sure that product information and branding are consistent across all devices in order to manage the customer experience across various devices. This entails ensuring that the brand messaging and imagery are uniform across all touchpoints, as well as that the product information and pricing are consistent across all devices. In order to target customers across multiple platforms and make sure they receive pertinent and timely messaging throughout the purchasing process, marketers can also use retargeting and remarketing techniques. Marketers can also use data analytics to understand how customers interact with different devices during the purchasing process and adjust their marketing strategies as necessary.

In conclusion, understanding consumer buying behavior across multiple electronic devices is crucial for marketers and researchers who seek to

understand how consumers interact with various devices during the buying process. Research has shown that the use of multiple devices during the buying process is influenced by various factors and has a significant impact on consumer behavior. To manage the consumer experience across multiple devices, marketers need to ensure consistency in product information and branding across all devices and use data analytics to optimize their marketing strategies accordingly.

Research Gaps and Questions

- **Difficulty in tracking consumer behavior across multiple devices:**

With consumers accessing digital media through multiple devices, it can be challenging to track their behavior across these channels. This can make it difficult to get a complete picture of their behavior and preferences.

- **Lack of standardized metrics**

There is no consensus on which metrics to use when measuring the impact of digital marketing on consumer behavior. This can make it difficult to compare studies and draw meaningful conclusions.

- **Limited understanding of the role of social media**

Social media has become a key channel for digital marketing, but there is still limited understanding of how it impacts consumer behavior. For example, it is not clear whether social media influences consumers' purchase decisions or simply reinforces their existing preferences.

- What is the impact of digital media on consumer buying behavior through multiple devices?
- How has the rise of digital media affected the way consumers research products before making a purchase?
- In what ways do social media platforms influence consumer purchasing decisions?
- How do online reviews and ratings impact consumer perceptions of a product or brand?

Project Objectives

- **To identify different types of media used by consumers**

This project objective aims to identify the various types of media that consumers use when researching and making purchasing decisions. This would involve studying both traditional media such as print, television, and radio, as well as digital media such as social media, online reviews, and mobile apps.

- **To identify the factors influencing consumer buying behaviours when they are on multiple devices**

This project objective seeks to understand the various factors that impact consumer buying behaviour's when they are using multiple devices during their purchasing journey, such as smartphones, tablets, and desktop computers. To achieve this objective, the researcher may use a mixed-methods approach involving surveys, focus groups, and interviews to gather data on consumer behaviours and preferences when shopping across different devices.

- **To study the digital marketing influence on consumer buying behaviour through multiple devices.**

This project objective aims to explore the impact of digital marketing on consumer buying behaviour when they use multiple devices during their purchasing journey. The objective involves analysing the various digital marketing strategies used by businesses to target consumers across different devices and understanding how these strategies influence consumer behaviour

Project Methodology

The collection of practices, principles, and processes that guide the planning, execution, monitoring, and evaluation of a project is referred to as project methodology. A strong project methodology provides a framework that aids in the completion of the project on time and within budget. The project methodology for the research will be a survey project methodology. A survey project methodology is a set of practices and procedures that are used for designing, conducting, analysing, and reporting a survey.

In this research the research design is exploratory and descriptive. The sampling technique used is Simple Random Sampling and the sample size for the research is 200 respondents (where 138 respondents have given their responses). The data collection was divided into primary data collection and secondary data collection. The primary data was collected depending on a questionnaire based on five scale Likert scale whereas the secondary data was collected from magazine, journals, books and internet. The testing for hypothesis was done by using correlation statistical method.

Conceptual Framework

The purpose of Conceptual Framework in research is that which will be identify and outline the possible course of action and also present a preferred approach to an idea or thought. In this research to explore the independent variables that influences the consumer behaviour

Independent Variables	Dependent Variables
Convenience	Consumer Behaviour
Price	
Quality	

Data Analysis and Discussion

In this research I have found that one of the most significant impacts of digital media on consumer buying behaviour is the ease of accessing information. Consumers can easily access product information, reviews and pricing information through various digital channels such as websites, social media, and mobile devices. This has led to consumers being better informed about products and services, which has increased their confidence in making purchase decisions. The emergence of digital media has transformed the way people buy and make purchasing decisions. The convenience of using mobile devices to make purchases has been a significant factor in changing consumer buying behaviour. Today, consumers can browse, compare, and purchase products on their mobile devices anytime and anywhere, which has significantly impacted their purchasing habits.

The convenience of mobile devices has also led to a rise in impulse buying. Consumers can quickly make purchases on their mobile devices without having to go to a physical store or wait for delivery. The ease of purchasing has made it easier for consumers to make unplanned purchases and has resulted in increased sales for retailers.

Furthermore, the use of digital media has allowed for personalization of the shopping experience. Brands can tailor their advertising and marketing efforts to target specific consumer segments based on their browsing and purchase history. This personalization has led to increased engagement and loyalty among consumers.

In today's digital age, consumers have a wealth of information available to them when making purchasing decisions. In this research data analysis has shown one trend that has highly emerged is the use of multiple devices to check prices and quality before making a big purchase. 30.4 % of Consumers use a combination of smartphones, tablets, and desktop computers to gather information, compare prices, and read reviews before making a purchase.

It is also been found in this research that mobile phones are becoming the preferred method for making purchases as it is much more of convenience to consumers. According to the research survey conducted by me, 82.6% of consumers used mobile phones to make purchases on monthly basis. This trend is expected to continue, as more consumers adopt mobile phones as their primary means of accessing the internet and making purchases. The use of multiple devices has also changed the way consumers interact with brands. Consumers are no longer just visiting physical stores or websites to

make purchases, but they are interacting with brands across a variety of digital channels. Brands that are able to create a seamless experience across multiple devices are more likely to engage and retain customers.

Testing of Hypothesis

- H0: There is significance between consumer buying behaviour and multiple devices
- H1: There is no significance between consumer buying behaviour and multiple devices

Correlation results:

Table 1- Summary of Correlations

		Consumer Behaviour	Convenience	Price	Quality
Consumer Behaviour	Pearson Correlation	1	.770	.779	.777
	Significant		.000	.000	.000

Convenience	Pearson	.770	1	.991	.986
	Correlation				
Price	Significant	.000		.000	.000
Quality	Pearson	.779	.991	1	.991
	Correlation				
	Significant	.000	.000		.000
	Pearson	.777	.986	.991	1
	Correlation				
	Significant	.000	.000	.000	

Correlation is significant at the 0.01 level (2 tailed)

The above table explains the Correlation Analysis showing that there is a positive relation between consumer buying behaviour and multiple devices. The research analysis shows that the factors that could affect the consumer buying behaviour through multiple devices are Convenience ($r=.770$), Price ($r=.779$) and Quality ($r=.777$). The analyses have shown that all the factors are positively correlated to consumer buying behaviour. The results indicates that all the factors are statistically significant at ($p<0.05$).

Project Findings and Conclusion

- Mobile phones were the most preferred device used to make purchases among other digital devices.
- Price and Quality were considered as the most essential elements for making purchases through multiple devices.
- Social media platforms were used on weekly basis to research or make purchasing decisions
- Customer reviews were highly significant when making a purchase decision.
- Multiple devices were utilised to compare prices before making a purchase decision.
- Occasionally people abandoned a purchase on one device and completed it on another.

Recommendations to the company

- Concentrate on producing measurable outcomes:

As clients expect to see a return on their investment, it's critical to concentrate on delivering measurable results. Set specific targets and KPIs for each campaign and track progress on a regular basis.

- Keep up with industry trends:

Considering the digital marketing sector is always growing, it's critical to keep up with the latest trends, technology, and standard practises. In order to remain well-informed attend conferences and webinars, read industry publications, and engage in online communities.

- Provide a comprehensive range of services:

Clients frequently prefer to deal with agencies that can provide a comprehensive range of digital marketing services, such as SEO, PPC, social media marketing, content marketing, and email marketing. Ascertain that your firm can provide a full portfolio of services to fulfil your clients' expectations.

- Develop strong client relationships:

Successful digital marketing requires the development of strong client relationships. Communicate frequently, actively listen, and respond to the wants and problems of your clients. Provide regular status reports and recommendations for improving campaigns.

- Use data to drive decisions:

In digital marketing, data is critical for making informed choices. Invest in analytics tools and analyse data on a regular basis to optimise campaigns and improve results.

- Invest in your team:

Recognising that company staff is the most valuable asset, it is critical to invest in their professional growth. Provide continual training, promote teamwork and knowledge-sharing, and provide possibilities for advancement.

Work done and learnings derived during internship period

- **Social media marketing**

This included activities such as creating and sharing content on social media, engaging with followers and customers, running paid advertising campaigns, and measuring and analysing performance metrics.

- **Email marketing**

This involved sending commercial messages, promotional materials, and other types of communication to a list of email subscribers. These messages included newsletters, promotional offers, product updates, and other types of content that are relevant to the recipient.

- **Content creation for websites**

This included various types of content such as blog posts, articles, videos, infographics, and other forms of multimedia.

