

Digital Media and Consumerism: An Empirical Study of Digital promotion and its impact in the Guwahati Region

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Abstract:

Digitalization is constantly changing the perception of the role of the state in society in regulating and controlling markets and product promotion strategies, especially in three digital markets: social networks, pop-up advertisements, and other websites. India is a growing market, and people's orientation towards digital marketing and online shopping is now on the rise. The present digital media and consumerism have given a new approach to the potential consumer, as the present buyers are more concerned about the online sites and social media for their buying issues. A lot of new marketing strategies have been planned by the organisers and companies to attract online consumers. However, such a new kind of consumerism is very common in almost all parts of India. Considering these factors, the present study focused on the impact of digital media and consumerism in the city of northeastern India. The research has taken Guwahati region as a research area, and the researcher mainly attentive about the objective such as to understand consumer behaviour in the context of digital media. The researcher also focused on the companies planning their participation in digital promotion. The study is empirical in nature, and most of the data were primary in nature.

Keyword: Digital Media, Consumerism, Social media, Digital Promotion, Guwahati.

Introduction

Media consumption is no different from other aspects of everyday life, where social media has become indispensable. The traditional media environment has undergone radical changes as social media is changing consumers' perceptions of information. In recent years, social media sites have replaced traditional news sources for many years. The survey shows that Twitter and Facebook now have opportunities to publish news, as shown in the accompanying article (Mitchell et al., 2012). The emergence of the Internet as an effective means of communication has fundamentally changed the way people currently consume news and information. According to a Pew Research Centre survey, 55% of Americans receive information through social media. This study highlights the growing importance of social media in the practice of information consumption.

Blogs, social media, and media distribution channels for user-centric social media web apps have grown over the past decade (Kannengießer, McCurdy; 2020). The internet is not just a medium; it is more than a "universal medium" in the sense that it contains many different configurations and means of communication (Morris and Organ, 1996). Social media marketing is a tool that uses the social media platform to attract people's attention. Social media creates an atmosphere in which users can connect to the Internet, which has an important influence on the idea of client socialism (Vinod Chandwani, 2016). This technological change has had a significant impact on traditional marketing and ushered in a new era for advertisers; social media has fundamentally changed the relationship between marketers and stakeholders. Thanks to the optimisation of the internet, traders can take

advantage of their trading opportunities and increase sales. Amazon, the Electronic Bay, Dell.com, Shopping Mall, etc. developed a number of business opportunities that spread consumerism around the world (Evans;2020). Consumption never remains permanently unchanged in developed modern societies, where needs often change. The dynamics of human needs make consumption naturally dynamic. The definition of need changes, and the distinction between luxury and need is erased (UNDP, 1998). In the current scenario, the emphasis on consumption has become a necessary part of life, and people are judged on their materialistic lifestyle. This is how we move towards consumption and the markets are changing their way of digital media use accordingly. This is appreciated in the West, but not in India, because we Indians are known for their spiritual values, not for their material wealth.

Review of Literature

The growth of digital media has clearly pointed out the significant impact on the multiple digital developments of society, such as digital business and e-commerce. In the present digital-aided society, there are a number of research scholars who are regularly pointing out the development of a new consumerism pattern and its relationship with digital media in their scientific papers on the role of a communication platform in business society. The present study is mainly intended to understand how the people of the Guwahati region are using digital media as a tool of digital promotion and how people are becoming familiar with online shopping. Taking these concepts into consideration, the researcher has analysed some scholarly research papers to develop a conceptual framework on the given theme.

Sunil & Shilpa S. Shinde (2013) tried to understand web client meetings from the perspective of online life in their article "The Effectiveness of Social Media (Social Media)" and also tried to find an example of how clients use social media. The scientist's commentary on network networks turned out to be very well known. The recent growth of digital media (Internet 3.0) has given a new shape to the modern connections of communication and social interactions among people. Such digital development has created a neo-system of digital collaboration between companies and society. This is exclusively made possible by social media, which has given a clear understanding of society and social agencies where people interact and give their ideas for social development and is also being used as a tool of marketing and advertising(Singh, Raut; 2020. This is really a very effective way to exchange information. For example, the free online encyclopaedia is one of the most popular platforms and allows users to share information together (Chen et al., 2011). It is very interesting to know that digital media users are using these platforms to create content and also to share professional advice. The emergence of digital media certainly led to the development of online consumers, and such online communities are playing a very crucial role in global information exchange. In the new era, media communication is not only limited to the written content, but it is also very clear that multimedia is used.

The new community-based online businesses are a great tool for digital customers. For example, online communities offer organisations the opportunity to create a more advanced customer relationship management system (Rippings & Gefen 2004), which leads to digital developments through which companies can improve their efficiency. However, digital media platforms, where customers interact socially and participants can get information in multiple ways, become potential sources. This can have a significant impact on the digital user's intentions and buying behaviour. Therefore, the companies are using social media and other digital media tools to support their business model adapted for social trading. Social media-based e-commerce is a new trend in online business that also promotes social unification and better understanding about the consumers through social

media (Hajli 2013). Digital media has changed the way people invest their energy in digital media and make decisions about what to buy. Liu, a coauthor in 2013, has conducted a survey of online stores of Chinese customers. The results of the study showed that detailed information is needed since the decision to buy is based only on information available online. The design and content of the website would be attractive to increase customer satisfaction (Bull Whittam;2021).

Digital transaction capacity is a necessary element for the implementation of digital activities and practices, as the behaviours of communities of digital consumers and buyers are crucial in the exchange of information, knowledge, and opinions through digital media. Sometimes, marketing is also done through digital discussion on web media applications that facilitate the creation and transmission of content in the form of words, images, and sounds. This kind of environment creates a large market for buyers. Naidu Gitanjali et al. (2013) analyse the impact of digital media on the shopping department of students in Raipur. According to the survey, 75% of young people use the internet to share their opinions and comments on many websites. People use social media every week to gather information about the products they want to buy (Singh, Ojha; 2019)

Study Area:

The study was limited to the Guwahati area of Assam State situated on the bank of Brahmaputra river. The largest city of Assam and very commercially very active with covered area is 216 Sq. KM and total population is 1155000 as per 2022 data with population density is 4400/SQKM. The city is developing in a very fast mode and people are getting new patterns of changes and this is a reason we can say Guwahati is considered as one of the critical city of northeast. The considered region is changing drastically as the way people take the new idea of shopping and media consumerism; this is a reason why Guwahati is a very good place for such research.

Objective:

- To understand the impact of digital marketing and consumerism patterns in Guwahati region of Assam
- To analyse the factors that convert the conventional consumer to a digital consumer and consumerism.

Research Methodology:

The study is empirical in nature, and the samples were taken from working professionals and college-going students in the age group of 20–25 years of age. The data collected were primary in nature through a Google Form, considering demographic profiling such as income, experience, age, gender, occupation structure, consumption, family background, and the education.

The total number of samples taken for consideration is 56, of which 36 were male and 20 were female, 40 percent were holding master's degrees, and 60 percent were holding bachelor's degrees. Profession-wise, around 90 percent of the samples were college-going students, and 10 percent were working professionals.

Characteristics	Category	Percentage
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Gender	Female	64.3
	Male	35.7
Education	Bachelor	60
	Masters	40
	Others	00
Age	20-23	65
	23-25	35
	Above 25	00
Occupations	Students	90
	Working professional	10
	Others	00

Table1. Demographic Classification

Analysis and Discussions

An analysis of digital media, especially the social media such as Facebook and Twitter was conducted to examine its role in various areas of marketing, including branding and business promotion. In order for companies to increase their profits, they are focusing on the promotion of digital marketing and online shopping the understanding of their customers. As Grant (2007) notes, conventional shopping channels are suffering as most consumers are now shifted to online shopping as people have less or no time for physical shopping and easy access to online shopping. This is a great advantage for most of the companies, and this is the reason why most of the companies are opening their online websites for online shopping and have better reach in the market. The motivation of consumers to connect to digital media platforms has been identified, analysed, and confirmed by a number of studies. Consumers were using digital media to get all sorts of information and develop their skills and knowledge about the available opportunities in the market.

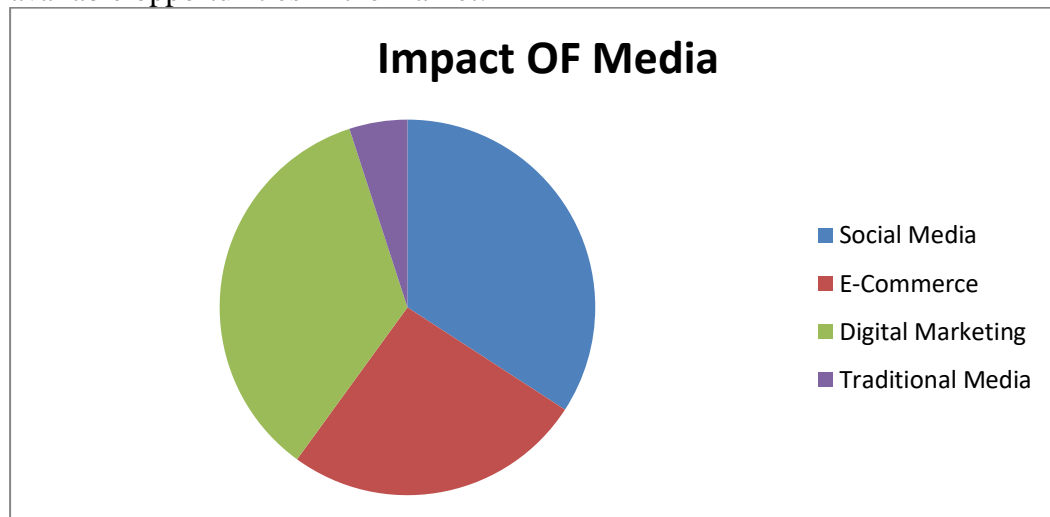


Fig1. Impact of Media

As indicated in the fig1, the data was received from the samples of mentioned age group of Guwahati region about the impact of media, especially digital media, the majority of the samples stated that the impact of digital media is very high and highly influential. More than 80 percent of the respondents agreed on the fact that they are potential consumers of digital media and social media, and they are very much using electronic means of commerce and have digital buying behaviour. The received data

clearly pointed out that majority of the consumer are getting influenced by the various modes of digital media and changed into potential consumers and promoting consumerism.

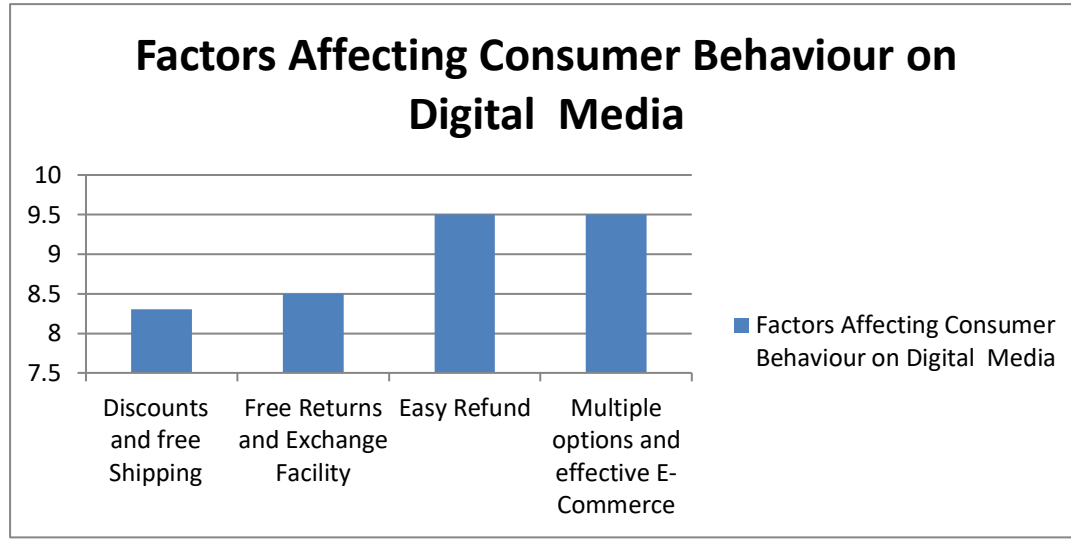


Fig2. Factors affecting Consumer Behaviour

As indicated in Fig2, respondents agreed with the fact that digital media are promoting consumerism by providing easy availability, many offers, and other facilities such as discounts, free returns, and many options for e-commerce. The respondents also pointed out very clearly that certainly digital media has given new parameters to the growing consumerism in the Guwahati region, and people are getting all their favourite stuff on one click.

The results of the study show that consumer households' access to social networks and other websites brings people closer to the age of consumption. Excessive social media leads to consumption. Digital promotion certainly show new fashion items will be on sale as soon as possible. Cashless transactions and untouched data packages available to middle-income consumers will enhance the impact of digital media on today's consumption, which is increasing exponentially and changing the market pattern very effectively (Bourdieu;1984). All this is due to the digital revolution in the market. The respondents also pointed out that as consumption increases, people's desires increase. As the digital media users are increasing social media are normally becoming everyone's choice. Consumerism is on the rise because of the E-Commerce.

Conclusion

In short, the research work has achieved the objectives as digital media and consumerism are growing at a very fast pace and the middle level of cities are now becoming a big market, which is also enhancing digital consumption in the region. This is also one of the main outcomes of the study, as the companies and brands are now focusing on sustainable digital consumption, which most of the brands consider a fundamental duty. This is due to the fact that most consumers are now using digital mode as a preferred mode of shopping. There are some main points of research study:-

1. The samples were between age group 20-25 years as they are using the digital media at best and they are the main consumer of digital media and E-Commerce.

2. Survey data shows that about 80 % of the populations usually shop online once or twice a week. This may indicate that he belongs to the working class, who does not have much free time and who tends to buy in bulk, but rarely uses social networks.

3. Survey gives clear insight on the population who are mainly targeted by digital marketing and online shopping. This shows the association of people, mainly the working class who are not much fee but very much involved into online shopping and buying.

Limitation

1. E-commerce is becoming a known trend in the market, and everyone is using it frequently, but the need is to make people aware of fraud and other mishaps in society. People must understand the use of the right link and the fraud link.
2. The sample size of the study was small, which indicates the limited impact of the study. The sample needs to be large to have a broader perspective and better insight into the knowledge.
3. The study was located in the major city of Guwahati, which is not so big, and the data was also very limited, with a limited perspective on digital media and consumerism.

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