



Effect of Digital Media on Consumer Purchasing Decision

INTERNSHIP REPORT ON
Effect of Digital Media on Consumer Purchasing Decision



Internship Report

Course Code: BUS400

Submitted to

Md. Hasan Maksud Chowdhury

Assistant Professor

BRAC Business School

Submitted By

Rudmila Siddique

ID: 13304095

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Md. Hasan Maksud Chowdhury

Assistant Professor

BRAC Business School, BRAC University.

Subject: Letter of Transmittal for internship report.

Dear Madam,

I am pleased to submit my internship report at Analyzen Bangladesh as per requirement. The topic of report is “**Effect of Digital Media on Consumer Purchasing Decision**”.

I have been working as an Intern at Analyzen Bangladesh Limited during my organization attachment period for 10 weeks. However, I have been working at Analyzen since 2017 January as a Part-time Employee. During this period of time, I have performed the role of an Query Executive and have been a part of many digital campaigns. Working with international brands has given me the opportunity to learn about them from a close perspective.

I genuinely trust that I will have the capacity to satisfy the goals and prerequisites of my internship effectively through the accommodation of this report. I have invested my best push to contribute towards the effective consummation of this report. I likewise thank you for your direction, support, time and should you require any elaboration on any issue, I might be happy to oblige.

Sincerely,

Rudmila Siddique

ID: 13304095

BRAC Business School

Acknowledgement

At the very start, I might want to express my genuine gratitude to the Almighty Allah, the kindest and recipient for engaging me to fulfill the thesis inside planned time. I am exceptionally obligated to my advisor, Md. Hasan Maksud Chowdhury who enabled me to infringe upon his valuable time appropriate from the earliest starting point of this paper work till the finish. His master direction, friendly support and basic proposal gave me essential understanding into the issue and made ready for the important consummation of this report in a brief length. Without his profitable advices and proposal for a fact, I would not have the capacity to finish the entire thing in a correct way.

I want to express gratefulness toward Mr. Sumit Saha , my facilitator at work, for his steady help and direction in composing the paper. It would not have been conceivable without him showing me at work and drawing out as well as can be expected convey. Moreover, I might want to thank my associates for sharing their insight and ability which has been an incredible help in every one of my undertakings.

I want to offer my thanks to the Key Account Managers. I have worked with for their profitable contribution to my report. Without their understanding, I would not have had adequate information to move down my studies.

Finally, I want to express thanks all my employees who have influenced huge commitment to whatever achievement I have had in this brief timeframe. They have been my guidance and have equipped me with adequate business learning which I would now be able to attempt direct.

Executive Summary

The objective of the study - "The effect of digital media on customer purchasing behavior" was to look at the viability of online advanced correspondence as a medium for showcasing concerning the vehicle business particularly the traveler auto portion. With people and organizations alike grasping the advanced transformation, using web based intuitive instruments to impart, settle on choices and encourage buys, profiting by this worldwide pattern is surely a best need for car organizations. An endeavor has been made to comprehend the range of web as a correspondence medium also, its part in conveying potential clients to the dealership showrooms. The examination was directed by overseeing a poll to a specimen of 121 respondents of changed statistic foundations. 19 paper , journal and conference paper has been considered for further study . Also interview has been taken . It was discovered that however a dominant part of individuals allude to online advanced correspondence sources and discover them dependable and valuable, TV publicizing and informal exchange were the most instrumental in pushing potential purchasers to the showroom. This infers however online computerized correspondence is a tense device in passing on data to clients, it isn't yet the most across the board and powerful medium.

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Chapter 1: Company Profile

Analyzen is the first ever Digital Agency of Bangladesh with the greatest assertion of brands. They truly confide in to achieve their vision. Analyzen has each help under one housetop. They have their skill in Digital Strategy, Digital Content Development, Analytics, Query Management, Software, Apps and Games Development.

Analyzen, a dream that started as an item improvement association in the University homes in 2008 by two energetic graduating understudies from BUET Computer Science and Engineering, has now changed into a profitable advanced promoting organization, arranged to do full modernized and creative help, considering both neighborhood and worldwide affiliations. Sumit Saha, The Co-Founder and Rainmaker, has been the Technology Expert of the Company since its start. Ridwan Hafiz, The Co-Founder and People's Champ, has reliably been the Creative Expert who envisioned the creating propelled market of the country and expected to explore this potential open entryway. The gathering turn a benefit from a Brand and Strategic Planning perspective, when Risalat Siddique-a readied Brand Marketing Professional and The Man of Steel joined as a co-money related expert for the association in 2014.

Since its beginning, Analyzen has grown expressively. The organization has surpassed desires as a digital marketing champion and in addition progressed as an association. Creating on its success, Analyzen has had the ability to be the first ever Digital Agency in Bangladesh to go worldwide upon the establishment of Analyzen Singapore Pte Ltd. in January, 2016. While, it is typical for other agencies to join forces with other overall workplaces, Analyzen has set another benchmark by influencing its own particular exceptional overall focus to point operation in Singapore considering clients in both Singapore and Philippines. They might want to expand their operation more by having work environments in Sri Lanka, Malaysia, Myanmar, Cambodia and Indonesia before the finish of 2018. This agency has a fantasy to consume their market in USA and Europe in a big manner.

Overview of Analyzen

Agency Name	Analyzen
Established	2008
Key Person	<ul style="list-style-type: none"> • Ridwan Hafiz(The People’s Champ) • Sumit Saha(The Rainmaker) • Risalat Siddique(The Man of Steel)
Operation Area	<ul style="list-style-type: none"> • Bangladesh, • Singapore • Philippine • Sri Lanka
Top Clients	<ul style="list-style-type: none"> • Unilever Bangladesh Ltd • Samsung Mobile • Samsung Consumer Electronics • Grameenphone (Telenor) • Microsoft Bangladesh &Sri Lanka • Tonic • British American Tobacco Bangladesh • Nestlé Nutrition • Marico Bangladesh • Omera • Aarong
Employees	<ul style="list-style-type: none"> • 71 (67 Bangladesh, 4 Singapore)

Analyzen in Singapore

Analyzen had a set up their business in Singapore a year ago, 2016. Analyzen has set another benchmark in the nation by making its own one of a kind worldwide center point operation in Singapore taking into account customers in both Singapore and Philippines. Analyzen treasured another accomplice Delwar Hossain, a veteran Finance proficient who now drives the Media Buying and Ad Publishing workouts of Analyzen. He reinforced the worldwide nearness of Analyzen in Singapore and different locales of operations. Clients of Singapore are:

- Himalaya Herbals, Microsoft Sri Lanka, Closeup (Unilever),
- MommyRepublic (Mompreneur E-commerce),
- Voguedose (Singapore based Fashion E-commerce),
- Habit Premium Jewelry (Spain based Jewelry brand for Singapore Market)

They had mainly two reasons to go to International Platform.

Strategic Benefits

Their worldwide development system bolstered their nearby technique too. They opened an office in Singapore a year ago and furthermore will begin abroad operations in Philippines and Sri Lanka. They expect to extend the points of view significantly more by having workplaces in Sri Lanka, Malaysia, Myanmar, Cambodia and Indonesia before the finish of 2016. This has helped their business in Bangladesh as the execution for these worldwide operations are done locally in Bangladesh through an outsourcing model where Bangladesh Analyzen group cares for all crafted by our Global customers and least asset was required to do customer servicing and market understanding to offer some benefit for cash to the worldwide customers who for the most part need to pay a great deal in their own particular individual markets to get quality assets. As it was advanced execution, cross-outskirt execution was substantially less demanding in connection to the general inventive industry. As indicated by Mr. Risalat "Digital is one industry where Bangladesh does not have to fall behind other created nations in making Global nearness and serving Global customers". With their minimal presence in other countries with limited amount of resources to do client servicing and Market Strategy understanding, all of their back-end activities like creative development, query management and even production work are being done for global clients from Bangladesh. The model is not just only cost-effective but also helps is optimization through stretching available resources as opposed to recruiting under utilized resources in other

countries.

Tactical Reason

In Bangladesh the greater part of the digital agencies run for worldwide association with different organizations to be in universal platform. However, Analyzen did not need that. They needed to go into the global motion as their own name. As indicated by Mr. Risalat 'We needed to be worldwide not with other organization but rather to be as a name of Analyzen of their own.'. The primary reason if Analyzen somehow managed to end up plainly a worldwide organization from Bangladesh. Other organizations have done worldwide work with other universal organizations connection. In any case, Analyzen is working internationally as their own name.

The reason behind choosing Singapore as an entry form

Analyzen has been able to be the first ever Digital Media agency in Bangladesh to go global upon the establishment of Analyzen Singapore Pte Ltd. in January, 2016. While, it is common for other creative agencies to affiliate with other global agencies, Analyzen has set a new benchmark by creating its very own global hub operation in Singapore catering to clients in Singapore.

As the world enters a new era, Singapore is upgrading investments in new growth industries such as interactive and digital media, biomedical sciences, and clean and green technology. Moreover, Political stability led to many economic milestones; with the city-state's business environment and economic fundamentals including the labor policies, legislations and infrastructure, winning numerous accolades over the years. At the same time, since Analyzen acts as Digital Media agency, the support of modern technology is badly needed to maintain its work environment.

Secondly, they can setup their project in India also. As a neighbor country it would be better Analyzen didn't because of some internal problems. Indian's cannot tolerate Bangladeshis. However there is cold war between us. Political bindings are not well between Bangladesh and India. In contrast, Singapore is a high tech based city. Excellent infrastructure and work friendly environment lies there. The GDP growth rate is high. So, making plant in Singapore is much better & that can generate more revenue.

Challenges

To maintain the business in Singapore, Analyzen has confronted and as yet facing some problem. From the in view we came to think about the accompanying circumstances:

- In Singapore Analyzen has just 4 representatives and they are for the most part Bengalis. Mr. Risalat has referred that the most serious issue is without the nearby assets, it is truly however to get an any customer there. As indicated by him, ' on the off chance that you are Bangladeshi, you are not going to have any requests until or unless you have any Singaporean in your group.' He additionally said that have Singaporean workers will give any organization the believability over there. In any case, every one of the representative are Bengalis.

- They did not contract Singaporean due to some reason. At to start with, culturally they have an exceptionally solid lesson of their own. They won't welcome any new organization to their place simply like snap. In the business biological system, it has been said that on the off chance that you have no less than 5 individuals, you need to add to the administration subsidize which in \$3500 a year for every person. That is the point at which the organizations credibility rate goes higher. However, their goal was not to employ unnecessary individuals on account of the framework.

- Another real test is, in nearby market, query management is amazingly troublesome from Bangladesh. In the event that their inquiries are in English, it can be answered from Bangladesh. Be that as it may, if there should be an occurrence of their nearby dialects, it is truly impractical for them to answer from here. That is the reason they have hired part timer for the job.

- Analyzen needed to face and still at times confronting social gap to maintain the business fully over there. The four-official language of Singapore are Mandarin, Malay, Tamil and English. They have encountered dialect issues in the start of their stay in Singapore the same number of Singaporeans utilize Singlish to convey. Singlish is a blend of English with different dialects blended into the English, infrequently expressions can end with clever terms like 'lah', 'leh', mah'. Still they are confronting this sort of problem at times. Singapore is a multi-ethnic culture where Chinese, Malay and Indian customs exist together underneath the facade of a western cosmopolitan city. In this way, following a solitary culture there is somewhat hard to cooperate as a rule of business.

•They are exceptionally proficient and punctual. Singaporeans are gather subordinate and depend on outward appearance, manner of speaking and stance to disclose to them what somebody feels. They have a tendency to be unpretentious, backhanded and understood in their correspondences. They indicate a point instead of putting forth an immediate expression, since that may make the other individual lose confront. Instead of say 'no', they may state, 'I will attempt', or 'I'll see what I can do'. This permits the individual making the demand and the individual turning it down to conceal any hint of failure confront and keep up amicability in their relationship. Quiet is an imperative component of Singaporean correspondence. It is truly hard to understand when to stay silent at what point. They don't comprehend western societies capacity to react to an inquiry quickly and think this shows negligence and impolite conduct.

The Analyzen Team

The group at Analyzen is various and genuinely speaks to the best on the planet. They trust that their group comprises of imaginative personalities who cherish working with Analyzen in light of the fact that no day is ever the same. Every day the colleagues are given new difficulties and circumstances, which truly help them to remain engaged and intrigued. They likewise appreciate having the capacity to be as inventive as possible. Also, this makes a priceless commitment to Analyzen's adventure of progress.

As of now, Analyzen has 67 colleagues in Bangladesh of which 51 are in the business group (6 in Planning, 11 in query management, 12 in creative, 3 in Digital Analysis, 4 in Media and 19 in Monitoring) and 16 in the technology group (6 in Design and 10 in Development). Analyzen as of now has 4 full time colleagues in Singapore while another 5 are relied upon to be included before the finish of 2017. Analyzen depends on 4 esteems - Passion, Resilience, Delivery, and Leadership and Teamwork. Their office is known as the "Development Lab" with three offices - Team Innovation, Team Superhero and Team Space Cowboys. Group Innovation fills in as the "Relationship Manager" for the customers. Group Superhero actualizes new thoughts and give them life. Group Space Cowboys is the substance group of Analyzen.

The newcomers including late graduates and prepared experts are given week by week workshops for the initial 1 and a half month of their enlistment period. The workshops are not

just taken by the senior representatives in the association, yet additionally by mark directors with whom we work. Toward the finish of the acceptance time frame, we have some good times and little online test to enable them to hone their learning. What's more, execution audits are done on month to month premise where bosses and additionally subordinates give their proposals to facilitate better working groups. The procedure has ended up being effective as it builds up a culture of input and gives as protected space to anybody to stand and make a point.

Chapter 2: Introduction of The Report

Origin of the report

This report titled Effect of digital media on Consumer Purchasing Decision was assigned as a requirement of the internship period in BBA program of BRAC Business School, BRAC University. The internship attachment took place at Analyzen Bangladesh Limited.

Rationale of the Study

I am proposing this topic to examine the effectiveness of online digital communication as a medium for marketing. It is an attempt to understand the reach of internet as a communication medium and its role in bringing potential customers to the dealership showrooms. Since I have done my major in E Commerce, this topic will help me to learn more about the factors that effects ones' purchasing decision. I believe this will help to glorify the business in digital platform in future.

Statement of the problems:

This study examines on how digital media influences one's purchasing a product of a brand. In the past couple of years, digital media marketing has turned into an undeniably famous medium for brand and buyer engagement. For a considerable length of time, marketing experts have utilized distinctive mediums to give client service and promote products. Digital media marketing has cultivated the development of confiding seeing someone amongst customer and brand, making it an undeniably essential medium to use keeping in mind the end goal to boost mark closeness.

Scope of the Study

The suggestion from the study will be based on the responses given by the consumers in a specific area. This study will be helpful in getting an insight into the impact of digital marketing in customer buying decision.

Delimitation of the study

The study has been done in Dhaka. The respondents are those who have purchased products through digital media or online. The study sets the scale of online social networks on Facebook, instead of other online social networks like YouTube or twitter.

The qualitative research focuses on the active users of Facebook, which means they spend more time on Facebook than the average. The study has been done totally based on the perspective of Bangladeshi citizen. Age, gender, culture background and occupation are considered in this study to find the geographic dimension.

Objective of the Study

The objective of the study is to examine the implication of digital marketing in consumer purchase decision and to find out that the consumers are aware of digital marketing and the digital channels influence in their purchase decision.

Chapter 3: Literature Review

19 papers considered for writing survey to pick up information about digital media, from that 7 papers eliminated from thought because of inadequate data for the study. Customer Purchase Behavior is defined as "The investigation of the procedures included when people or bunches select, buy, utilize or discard items, administrations, thoughts or encounters to fulfill needs and wants." (Solomon, 2010, p6) Elisabeta Loanals (2014) examined the effect of digital media on customer purchase behavior with 116 respondents through organized survey. His discoveries revealed that digital media has impact on conduct changes of purchasing decision. Antoine Camarre discussed on his article that digital media can build an incentive for customer and furthermore retailers. Basheer (2010) examined the effect of SMS advertising on buyer state of mind and buy intentions. His discoveries revealed that there is a positive connection between digital media and purchase decision.

Sadia Afzal (2015) talked about in his paper the effect of on the digital and ordinary ad on customer purchasing conduct of marked pieces of clothing come about uncovered that quality, outline, substance of ad, dedication of customer towards mark and past purchasing experience of buyer are huge variables which impact customer purchasing behavior. Fusun CIZMECI (2015) discovered the effect of digital marketing instruments on mark mindfulness generation among lodging companies. Under this investigation theoretical system was drawn for utilization of patterns in digital marketing. In view of the survey made its evident that there is a change in pattern of the shopping conduct of the purchasers in light of the rise of digital media. The investigation center towards measuring the awareness level of customers about digital promoting and the impact of the digital channels on their purchase choice.

Chapter 4: Methodology of the Study

In order to carry out the prospect result and information a qualitative research system was decided for this study. The qualitative research does not concentrate on numbers, but rather on perceptions and the substance of the meeting; Zikmund (2000) portrayed subjective explore as stories, visual depictions, important portrayals, elucidations, what's more, other expressive depictions.

Collection of Data

Primary Data

Gathering primary information more often than not has higher cost of cash and time contrast with the auxiliary information. In this examination phone and eye to eye interviews with customers are decided to gathering information to find the effect of online interpersonal organizations on buyers' obtaining choice process in sustenance retailers. For that, a survey has been done. Altogether 121 respondents have been collected.

Secondary Data

For secondary data, I have gone through different journals, reports and conference paper. Relevant information has been collection from those publications for better understand. Those publications have helped me to get more précised information about the topic.

Sampling unit

Sampling unit for this research were chosen from different people who purchased online goods or purchase goods online. The respondents were from Bangladesh, mostly from Dhaka.

Selection of Sampling Size

For any research, the sample size of any study should be determined before doing to survey. For my study Krejcie and Morgan approach has been used. For the study it is really hard to determine the population. The following method has been used to determine the sample size for unknown population.

$$S = \frac{X^2 NP(1-P)}{d^2(N-1) + X^2 P(1-P)}$$

S = required sample size

X² = the table value of chi-square for one degree of freedom at the desired confidence level

N = the population size

P = the population proportion (assumed to be .50 since this would provide the maximum sample size)

d = the degree of accuracy expressed as a proportion (.05)

It is important for a researcher to consider whether the sample size is adequate to provide enough accuracy to base decisions on the findings with confidence.

According to the calculation determining the 95% confidence level and keeping error margin as 5%, the sample size is 384. Since the timeframe was too short, only 121 responses has been collected.

Statistical Treatment of Data

There are many are statistical tools through which data analysis can be done. These are:

- Excel
- SPSS (Statistical Package for Social Sciences)
- AMOS (Analysis of Moment Structure)
- LISREL (Linear Structural Relations)

For the study, I have used SPSS software to do the analysis. It is a software for managing data and calculating a wide variety of statistics.

Chapter 5: Key Finding

Data Analysis and Interpretation

Gender

Among all the respondents demonstrate that the greater part 84 (69.4%) of the respondents are male and 37(30.6%) are female. This corresponds with the measurements that around 80% of Facebook clients in Bangladesh are male. 29.91% of the general population were surveyed.

Age

Among all the respondents, 109 people are between the age of 19-25, 7 people are 26 to 37, 4 people are 18 or younger and 1 person are older This data interprets that 90% people between the age of 19-25 are the target of digital marketing.

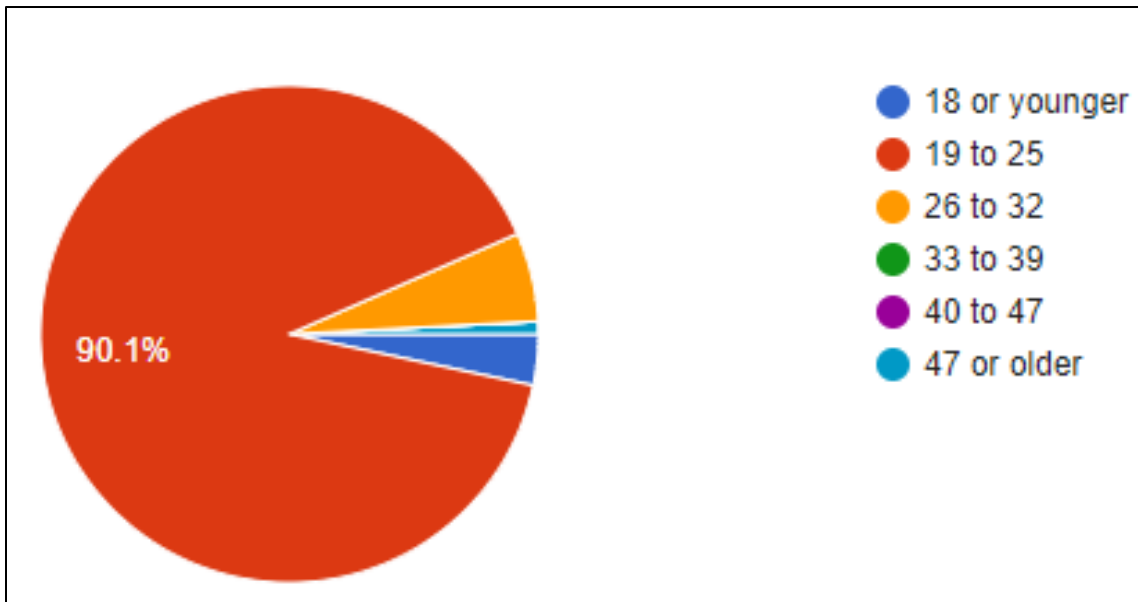


Figure 1: Age

Access to use digital media for Products research

From the study it has been found that 59(48.8%) people use social media to research about a product daily when only 23 people use social media for searching any product less than a month.

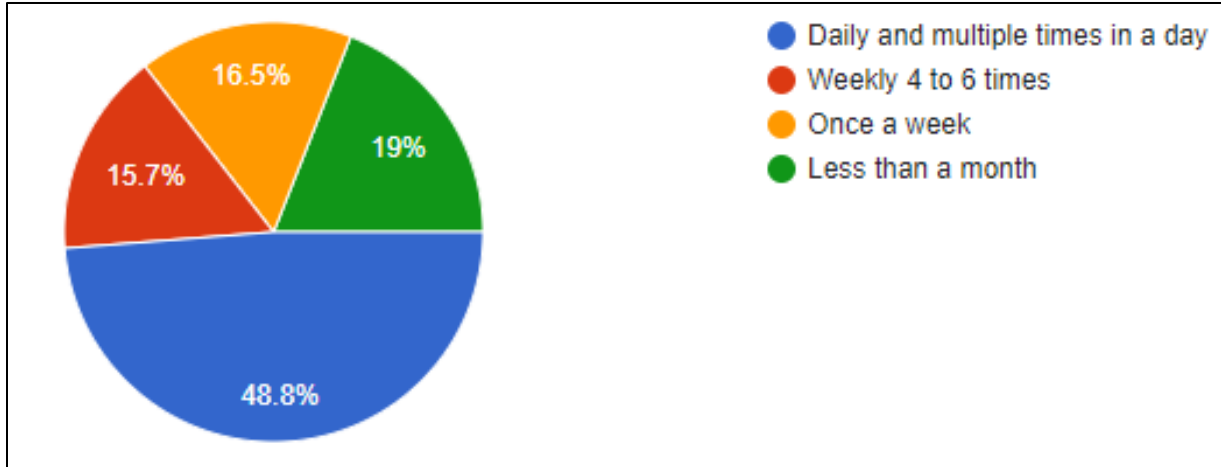


Figure 2: Access to use digital media for product research

Clicking on digital media ads

From the study it has been found that 42 people slightly click on the digital media ads to buy any product whereas 4 people extremely click on the ads.

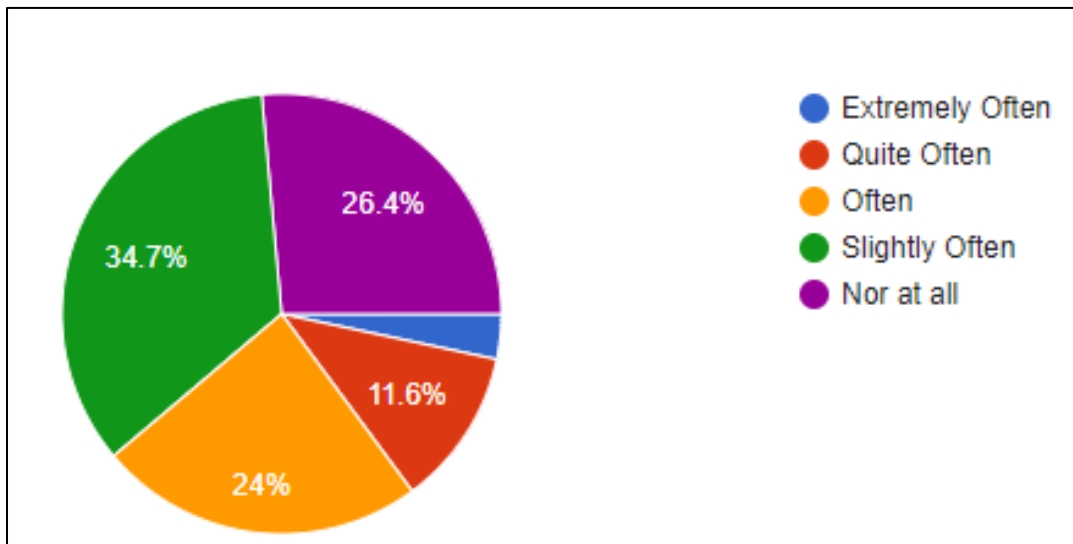


Figure 3: Clicking on digital media ads

Platform Digital media to buy product

From the survey, it has been found that 113 people buy product from Facebook whereas rest of the respondents buy from another platform. It is an assumption that in Bangladesh most of the people use fakebook as a platform to buy product from online.

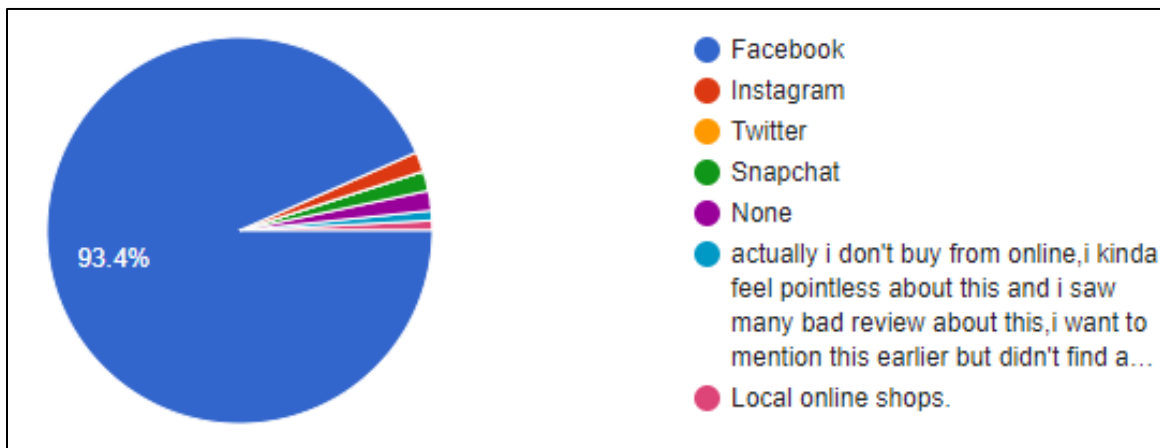


Figure 4: Platform digital media to buy product

Influenced by digital media

From the survey it has been found that, 56 people are likely to influenced by digital media to buy any product. It can be interpreted that around 47% people reply on digital media to purchase a product when most of the people are from young generation.

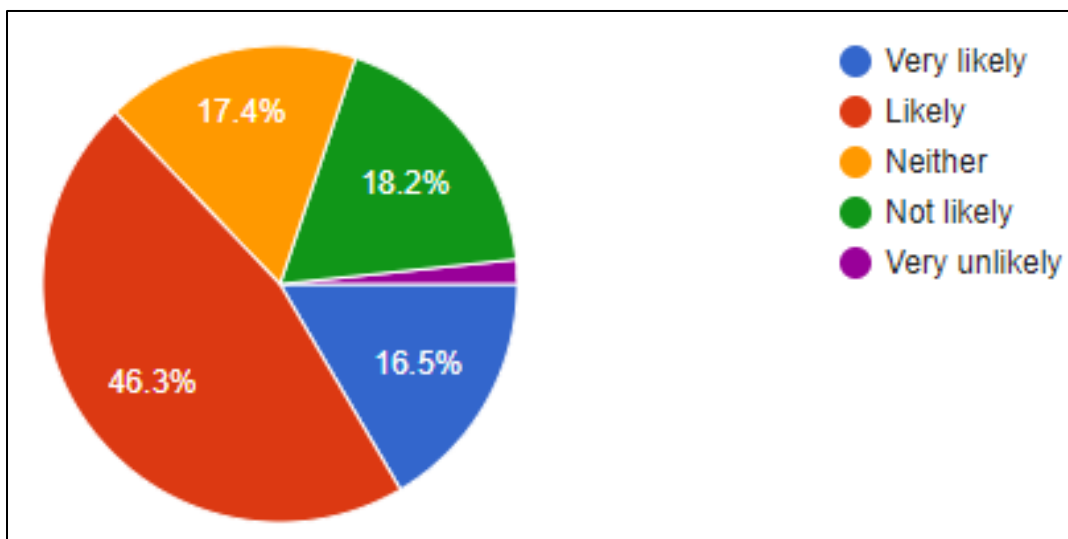


Figure 5: Influenced by digital media

In this survey, there is only one open ended question which is “please explain why you believe that media is an effective way to reach the customer. You may use personal experiences as an example or your own reasons why social media is a useful tool for marketers.” From analyzing the survey what I found is people are having positive vibe on this topic. According to them people browse social media on a regular basis. People spend most of their times in social media for their daily interactions with friends and family. It’s the easiest, cheapest and most effective way for businesses to reach their products to the potential customers. Social media connects people, their emotions, feelings which as a result creates a huge series of network among the people. Through social media, one is sure to find different sorts of people. One might find people within or outside the target group. Due to random usage of social media and the "word of mouth" marketing, people will tend to be more influenced by the offers made to them via social media rather than conventional Television ads.

Reliability Test

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	121	100.0
	Excluded	0	0.0
	Total	121	100.0

a. List wise deletion based on all variables in the procedure.

Cronbach's Alpha
.601

According to Cronbach if alpha value is between .6 to 1, then it is valid. These considerate levels of Alpha Values are

$\alpha = 1$ (Perfect)

$\alpha = 0.9$ (Excellent)

$\alpha = 0.8$ (Good)

$\alpha = 0.7$ (ok)

$\alpha = 0.6$ (acceptable)

The Alpha value is 0.601. So, the survey has been considered as Valid.

Chapter 6: Findings

While doing the report, there are a few findings that should be addressed. Those are given beneath:

- Most of the people are of the young generation who are influenced by the idea of digital media. Majority of the target consumer is student. AL most half of the people use digital media daily to search product online.
- Digital Marketing is incredibly accessible since there is no physical limit to advancement. It can associate with 13.2 million Facebook customers in Bangladesh. Additionally, number is extending with 148% improvement for consistently. This is in light of the fact that Digital Media Marketing faces basically nothing key blocks, and can likely contact the entire masses.
- The improvement of digital media is unavoidable. The digital advertising industry will encounter exponential advancement over the coming a very long time with current offices to end up plainly greater, and new ones to dispatch.
- By using social media as a medium for product promotion anyone can quickly reach to their customers. It takes less time to promote any product. Moreover, attractive and informative online promotions help the marketer to grab the attention of more customers.

Limitation of the study

There were a few limitations for this specific research paper, identified with the exploration subject and the researcher. Those are given below:

1. All information was gathered through an online survey. The response rate was low. The believability of the reactions can likewise be addressed as there were no observation while the respondents were rounding out the reviews.
2. Secondary information with indisputable confirmation was hard to discover, particularly in the setting of Bangladesh.
3. Lack of experience in questionnaire design and data analysis affected the quality of the research significantly
4. There were extreme time limitations on account of the obligations brought about as a full-time intern and as there is additionally strict due date for the culmination of the exploration

Chapter 7: Recommendation

While doing the study, the company should consider few option in this case. The recommendations are given below:

- To get more precise information, the research can be done on a separate industry. For example: the industry can be based on only food or lifestyle.
- To do this kind of research, more time should be considered so that the result can be more accurate.
- More prominent wander on digital marketing – all together for the business to have greater improvement, brands need to put more trade out this region with the objective that the agencies that work on the thoughts don't have to deal on their working in view of spending containments. It is consistently seen among associations that innovative idea on cutting edge stages are put on hold in view of nonappearance of spending design.
- The study is totally based on Dhaka region. To have a perfect idea in the context of Bangladesh it should be done in all over the country.
- Digital presence on all social media - these days, brands have a tendency to trust that a capable Facebook page is satisfactory to make the computerized showcasing. Regardless, Facebook isn't by any methods the main propelled arrange out there in show mechanically refreshed world. Site content, YouTube channels, Twitter, Instragram, snapchat, Tumblr, Flickr, Pinterest et cetera are through and through anticipated that would build up a general association on the client's mind. As we all in all understand that it's a buyer driven industry, in this way the business moves where the customers move.

Chapter 8: Conclusion

To finish up it can be said that the research has been done on the light of digital media and consumer purchasing decision. digital media affect each progression of customer' obtaining choice procedure to various degree with respect to sustenance retailer shops. The reasons are basically since digital media convey comfort to individuals, buyers invest more energy on it. Digital media enable purchasers to connect with general stores and other shoppers and see remarks from different buyers. The importance of digital media is plainly appeared in the report. In this digital age, to construct a decent association with clients require just a single activity and that is digital media. Brands are attempting to tune in to their clients and giving most ideal administration to them. The measure of individuals in advanced media is tremendous. Anything positive about the brand can lead them to progress. After the investigation the exploration targets are satisfied. The majority of the targets are appropriately accomplished through the exploration.

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Appendix

Effect of Digital Media on Consumer Purchasing

Dear Respondent,

This is a brief survey on “Effect of Digital Media on Consumer Purchasing ” Your inputs will help me evaluate the effectiveness of Digital Marketing in today’s era. The survey is very brief and will only take about 5 minutes to complete. Thanks in Advance!

1. Please define your gender
 - Male
 - Female

2. Which of the following age groups are you in?
 - 18 or younger
 - 19 to 25
 - 26 to 32
 - 33 to 39
 - 40 to 47
 - 47 or older

3. What is your occupation?
 - Student
 - Private Service holder
 - Government Service Holder
 - Business Owner
 - Others

4. Where are you from? (kindly mention specific area like Uttara, Gulshan etc.)

5. What is your monthly income?
 - Below 20, 000 Tk
 - 20,001 to 40,000 Tk
 - 40,001 to 60,000 Tk
 - 60,001 to 80,000 Tk
 - 80,001 tk and above

6. Why do you use Digital Media? (choose as many that apply)
 - Networking
 - To learn about information on products/services
 - Keep in touch with friends/ Family
 - Offers or promotions
 - Others

7. How often do you access digital media to research products, information and prices?
 - Daily and multiple times in a day
 - Weekly 4 to 6 times
 - Once a week
 - Less than a month

8. What are the reasons for shopping online through digital media?
 - Hate going to shops
 - Availability of extensive information
 - Product reviews
 - Certain products are available only online
 - Convenience / Service
 - Sales / Offers
 - Others

9. How often have you clicked on digital media Ads to buy any product?
 - Extremely Often
 - Quite Often
 - Often
 - Slightly Often
 - Not at all

10. How do you view an ad message on a digital media site such as Facebook or Twitter versus traditional media such as, TV, radio or newspaper?
 - They are the same
 - Prefer social media ad because it's more interactive
 - Prefer traditional ads because its less interactive
 - Neither

11. Which digital media do you use most to buy products online?
 - Facebook
 - Instagram
 - Twitter
 - Snapchat
 - Others

12. Using digital media, from which online store you buy a product most?
- Pickaboo.com
 - Daraz.com.bd
 - Aarong.com
 - Chaldal.com
 - Others
13. Who are you more likely to listen to when deciding whether or not to shop at a particular store?
- Friends
 - Family
 - Social Media Reviews
 - Ratings
14. How likely are you influenced to buy a specific product based on the information you receive through a digital media?
- Very likely
 - Likely
 - Neither
 - Not likely
 - Very unlikely
15. Do you think that digital media is an effective way to reach you as a customer?
- Yes
 - No
16. If you answered yes to question 15, please explain why you believe that media is an effective way to reach the customer. You may use personal experiences as an example or your own reasons why social media is a useful tool for marketers.