

A STUDY OF CONSUMER BUYING BEHAVIOUR TOWARDS INTEGRATED DIGITAL SERVICE PROVIDER IN AMRAVATI CITY

Shivani G. Deshmukh

*PG Student, Dept. of MBA, P. R. Pote Patil COE & M, Amravati, India
shivaniideshmukh2503@gmail.com*

Prof. S. R. Shah

*Professor and H.O.D., Dept. of MBA, P. R. Pote Patil COE & M, Amravati, India
hodmba@prpoteatilengg.ac.in*

Abstract

Consumer tastes are changing quickly in the current digital era, particularly when it comes to integrated digital services that include television, mobile, internet, and other communication tools. This study explores Amravati City consumers' purchasing patterns towards integrated digital service providers in an effort to identify the variables influencing their decisions, expectations, and degree of satisfaction. Data was gathered from a wide range of consumers using a structured questionnaire in order to learn more about their perceptions of service quality, price sensitivity, brand loyalty, and decision-making process. According to the report, packaged offerings, customer assistance, ease, and service dependability all significantly influence customer preferences. Even though a lot of customers want flawless digital experiences, issues like price worries and service interruptions affect how satisfied they are. The study's conclusions give service providers important information on how to improve customer experiences and match their products to the demands of customers in a world that is becoming more and more digital.

Keywords: Amravati City, Digital Services, Integrated Service Providers, Customer Preferences, and Consumer Purchasing Behaviour.

I. Introduction

Integrated digital services encompass the use of digital technologies to provide seamless, connected, and efficient services to consumers or end-users. These services integrate various digital tools, platforms, and technologies to deliver a comprehensive service experience. The rapid advancement of digital technologies and the growing demand for convenient service experiences have driven the evolution of integrated digital services across sectors like retail, healthcare, finance, and public services. Integrated digital services are crucial for improving customer experience, enhancing service delivery, and increasing operational efficiency.

The key components of integrated digital services include digital platforms, cloud computing, data integration tools, artificial intelligence (AI) and machine learning (ML), the Internet of Things (IoT), and blockchain technology. Digital platforms, like websites and mobile applications, serve as primary user touchpoints, while cloud computing ensures scalability and accessibility by hosting data and applications on centralized infrastructures. Data integration tools synchronize data across systems for real-time accuracy, and AI and ML enhance service personalization, predictive analytics, and automated customer support. IoT connects physical devices to digital platforms for data collection, monitoring, and automation, and blockchain provides secure and transparent transaction tracking, particularly beneficial in finance and supply chain management.

II. Literature Review

Saxena and Chauhan (2019) explored the role of mobile technology in shaping consumer behavior in India. Their study concludes that the increasing usage of smartphones has led to a significant shift in consumer buying patterns, with many consumers preferring mobile apps that integrate services such as online shopping, bill payments, and customer support. This shift has led to the growth of mobile-first integrated digital platforms in India.

Patel and Kumar (2018) highlight the challenges faced by Indian consumers in adopting integrated digital services. Their study identifies issues such as slow internet connectivity, lack of digital literacy, and concerns over data privacy. Despite these challenges, consumers are still drawn to integrated digital services due to the convenience they offer, particularly in urban areas.

In a study by **Sharma and Kapoor (2020)**, the authors explored how social media platforms influence consumer behavior towards integrated digital services. They found that social media platforms serve as an essential tool for businesses to communicate with consumers, offering promotions, product recommendations, and customer service. Consumers who engage with brands through social media are more likely to use integrated digital services.

Problem Definition

The problem of this study lies in understanding the factors influencing the consumer buying behavior towards integrated digital service providers in Amravati city. As digital services continue to gain popularity, especially in urban areas, there is a growing need to explore how consumers interact with these services, what factors drive their decision-making, and how their satisfaction levels can be enhanced. Additionally, the study addresses gaps in understanding the challenges faced by consumers in adopting integrated digital services, such as digital literacy, trust issues, and accessibility. These insights are crucial for businesses to better tailor their digital services and improve the customer experience.

Research Objective

- To analyze the factors influencing consumer decisions to adopt integrated digital services in Amravati.
- To assess the impact of integrated digital services on consumer satisfaction and loyalty.
- To identify challenges faced by consumers in using integrated digital services.

Research Methodology

A) Research Design:

A descriptive research design was applied to examine and highlight the key factors influencing consumer buying behavior, specifically focusing on integrated digital service providers in Amravati City.

B) Data Sources And Methods

The data require for the study collected from the respondents who use Tata play, Airtel and Jio Fibre in Amravati city.

Primary Sources:-

The primary data means those data which will collected a fresh and for the first time, thus happen to be original in nature. As it will descriptive research of concern literature, so the researcher will be collecting it through structured questionnaire.

Secondary Data:-

The secondary data means a data that are already available i.e. they refer to the data which have already been collected and analyzed by someone else. Secondary data will be collected from newspapers, journals, magazines, text books, websites etc.

C. Data Analysis Techniques:

To analyze the data statistical tools like Mean, mode, median, etc., was used

D. Sampling Design

Universe: It includes all consumers who have engaged with integrated digital service providers in Amravati City.

Population: Consumers in Amravati City who have used the services of integrated digital service providers for their digital and telecommunication needs.

Sample Unit: Individuals who have subscribed to or interacted with integrated digital service providers in the past six months.

Sample Size: The study included a total sample of 40 respondents who have utilized services from integrated digital service providers in Amravati City.

E. Sampling Technique: To collect the data from the respondents the research will use simple random sampling technique.

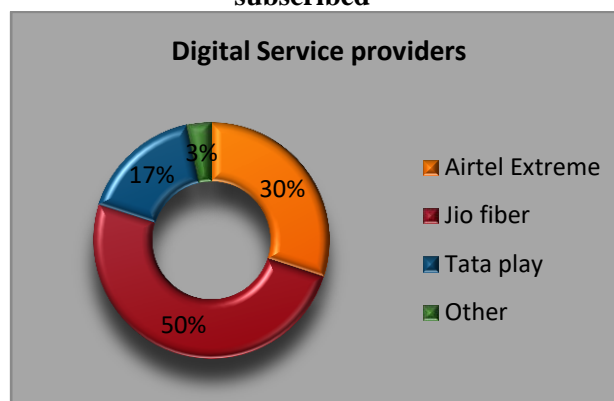
Data Analysis and Interpretation

Table 3 Classification on basis of integrated digital service provider respondents currently subscribed

Digital Service providers	No. of respondent	Percentage %
Airtel Extreme	9	30
Jio fiber	15	50
Tata play	5	17
Other	1	3
Total	30	100%

(Source:- Primary Data)

Graph 3 Classification on basis of integrated digital service provider respondents currently subscribed



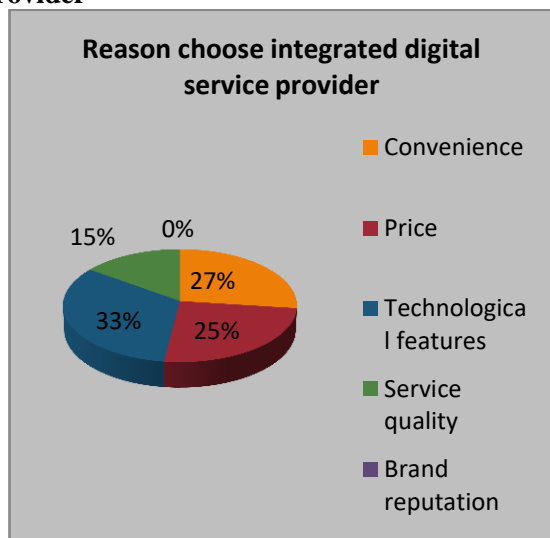
Interpretation :-

The above analysis shows that Jio Fiber is the most subscribed digital service provider among respondents (50%), followed by Airtel Xstream (30%) and Tata Play (17%). Meanwhile, other service providers have the least number of subscribers, with only 3% of respondents selecting them.

Table 1 Classification on basis of primary reason to choose an integrated digital service provider

Reason choose integrated digital service provider	No. of respondent	Percentage %
Convenience	6	27
Price	4	25
Technological features	14	33
Service quality	6	15
Brand reputation	0	0
Total	30	100%

(Source:- Primary Data)

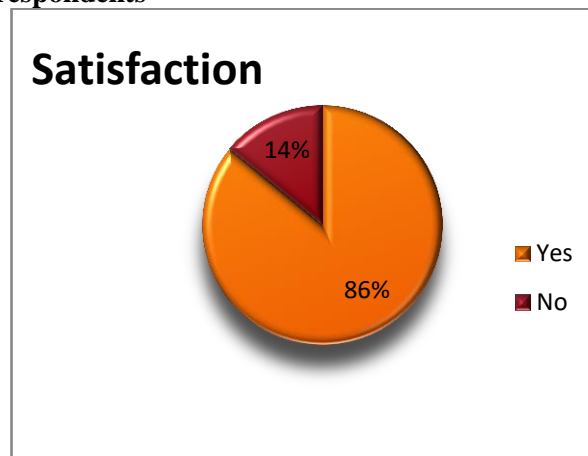
Graph 1 Classification on basis of primary reason to choose an integrated digital service provider**Interpretation :-**

The above analysis shows that the most common reason for choosing an integrated digital service provider is technological features (33%), followed by convenience (27%) and price (25%). Meanwhile, service quality influenced 15% of respondents, while brand reputation was not a deciding factor for any respondents.

Table 2 Classification on basis of availability of advanced technology (e.g., high-speed internet, seamless connectivity) a deciding factor for respondents

Satisfaction	No. of respondent	Percentage %
Yes	26	86%
No	4	14%
Total	30	100%

(Source:- Primary Data)

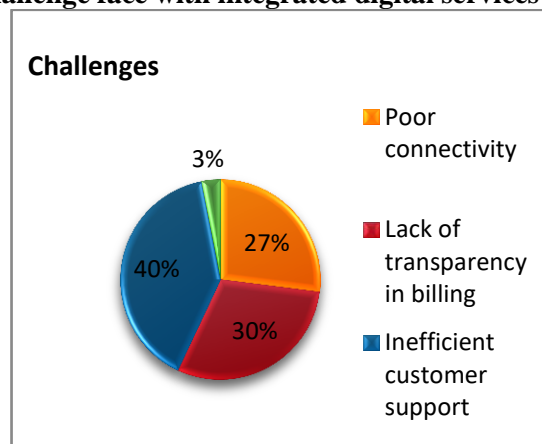
Graph 2 Classification on basis of availability of advanced technology (e.g., high-speed internet, seamless connectivity) a deciding factor for respondents**Interpretation :-**

The above analysis shows that 86% of respondents consider the availability of advanced technology (e.g., high-speed internet, seamless connectivity) as a deciding factor when choosing an integrated digital service provider, while 14% do not.

Table 4 Classification on basis of primary challenge face with integrated digital services

Challenges	No. of respondent	Percentage %
Poor connectivity	8	8
Lack of transparency in billing	9	9
Inefficient customer support	12	12
Limited technological features	1	1
Total	30	100%

(Source: - Primary Data)

Graph 4 Classification on basis of primary challenge face with integrated digital services

Interpretation :-

The above analysis shows that the most common challenge faced by respondents with integrated digital services is inefficient customer support (40%), followed by lack of transparency in billing (30%) and poor connectivity (27%). Meanwhile, limited technological features (3%) appear to be the least concerning issue.

Findings:-

The findings indicate that all surveyed respondents (100%) in Amravati City use an integrated digital service provider, highlighting widespread adoption. Jio Fiber is the most subscribed provider (50%), followed by Airtel Xstream (30%) and Tata Play (17%), while other providers have the least subscribers (3%). The primary reason for selection is technological features (33%), followed by convenience (27%) and price (25%), while service quality influences 15%, and brand reputation holds no significance. Additionally, 86% consider advanced technology, such as high-speed internet and seamless connectivity, a key factor, whereas 14% do not. However, challenges persist, with inefficient customer support (40%) being the most common issue, followed by lack of transparency in billing (30%) and poor connectivity (27%), while limited technological features (3%) are the least concerning problem.

Conclusions:-

- Jio Fiber leads the market, while Airtel Xstream and Tata Play hold a moderate share. The low adoption of other providers highlights market dominance by top brands. Consumer choices are primarily driven by technological features, convenience, and price.
- High-speed internet and seamless connectivity are crucial factors in decision-making.
- Consumers experience issues with inefficient customer support, lack of billing transparency,

and poor connectivity.

- Addressing these challenges can enhance consumer satisfaction and strengthen the market position of integrated digital service providers.

III. References

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