

## **Competition, Consumerism and Convergence in Digital Media.**

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### **Abstract:**

Digital media can be defined as any type of media that can be designed, retrieved and disseminated by means of digital platform like the internet. It includes various forms like social media, websites, online videos, podcasts, and more. Digital media has transformed the manner in which people absorb information and connect with the world. Digital media has transformed the way in which people utilize and take on the content. This paper will be focussing on the concepts of Digital media, competition, convergence and consumerism. In this paper the concepts of consumerism, convergence and competition in digital media will be discussed in detail. Since these factors play a pivotal role in shaping any industry and also has a major impact in the way media consume data.

**Keywords:** *Digital media, competition, convergence, consumerism, electronic devices.*

### **Introduction:**

Digital media can be defined as any type of media that take help of electronic devices for the purpose of distribution. Electronic devices are used to create, modify or view digital media on various platforms. The various forms in which dig-

ital media is consumed are multimedia, articles, audiobooks, animation, advertisements, videos, podcasts, digital art etc. This all started in the second half of the 20<sup>th</sup> century, when digital media started to expand its space in different spheres of industries and business models. There are three ways in which we categorise digital media, they are Owned Media, Paid Media and Earned Media. Digital media is extensively used in many industries for sharing data and information. Industries that use digital media include Healthcare industry, Entertainment industry, e-Commerce industry, Marketing and Advertising industry, NGOs, Publishing industry etc.

### **Competition in the field of digital media:**

There is a lot of competition in the digital media space as different companies who are selling similar products or services are in constant need of attention from the prospective consumers. The companies selling different products and services can flourish in the market when they can earn substantial amount of revenue or profit. To gain customers the business houses or companies who are selling various commodities have to constantly upgrade their offerings as well as customer support. So, it can be deduced from this, that from this competition in the market the various companies are constantly on the edge as well as this also acts as a motivational tool to upgrade their products and services. So, it can be said that with more competition the consumers are benefitted with an array of different choices than before and now they can also avail media experiences that are curated to fulfil personalised needs. With the inception of social media platforms like Facebook, Twitter, WhatsApp, YouTube, and Instagram the business houses are constantly seeking customer attention as well as engagement. They are constantly competing with each other to retain their customers.

### **Media Convergence:**

Media Convergence can be defined as merging of the various types of mass media which include Print Media,

New Media, Broadcast Media as well as Traditional Media along with the internet. So, it can be said that this results in the amalgamation of the 3C's, that is Computing, Content and Communication. This is because all the three C's is consolidated through technology. The most popular example of media convergence is our new age mobile phones popularly known as Smartphone. This Smartphone blends together different types of media, such as print media which comprises of various apps, e-books etc, new media which includes the internet and broadcast media which include radio, musical applications and streaming websites etc. into a single device which has the ability to perform various tasks for instance, making calls to clicking photographs to recording videos, playing games and so on. The other examples of media convergence include tablets, online radio which converge radio with internet, E- books which include convergence of digital technology with various paper backs, News Websites and Apps etc.

There are various advantages of Media Convergence. The following are some of the advantages:

- a) The rapid speed with which news is available is due to the media convergence between new media and traditional media.
- b) The cost of digital marketing has decreased significantly with the convergence between new media and traditional media.
- c) This media convergence has helped the audience to become content creators on social media platforms.
- d) The audience has also the power to become a content creator by sharing memes, posts etc on social platforms.

**Media convergence can be broadly divided into three types:**

Technological Convergence: Technological convergence takes place when new technologies overtake the previous

technologies due to better upgradation and capacity to do the same work in better way. The examples of Technological convergence are new media and career in Digital media.

**Economic Convergence:** Economic convergence takes place when big companies amalgamate both old and new media for selling their products or the rights of the products. The examples Economic convergence are Broadcast media and Advertising Media.

**Cultural Convergence:** Cultural convergence refers to adopting each other's cultures and becoming more similar. The examples of Cultural Convergence are Multimedia and Animation and MBA in Media Management.

So, this can be said that this media convergence has given us the ability to access and consume a varied range of topics or materials on a single device and thereby erasing the boundaries between various media channels.

Media Convergence has been advantageous for small companies as well as large companies because it facilitates expeditious ease of access and handiness of large amount of information and data at the touch of one's smartphone screen. Media convergence has also made communication better thus making our society more globalised though it has resulted in our unhealthy addiction to our devices too.

### **Consumerism in Digital Media:**

Consumerism plays a very paramount part in the landscape of digital media. The reason behind it, is, the consumers are constantly inundated with advertisements on various media platforms along with some targeted marketing drives that are devised to tempt the consumers to buy products or book services. Digital media has become more impactful for the purpose of advertisements as it can efficiently reach the prospective audience with more precision. When the consumers search for certain things on

various digital platforms the data is collected and thereby the companies tailor their advertisements according to the prospective buyers' need and predilection. This makes the advertising experience of the consumers more personalized and deeply engaging. Apart from this consumerism in digital media landscape is much more than conventional advertising. The influencers on social media platform can totally alter the demands for a particular product and hence they have totally changed the manner in which most of the brands hitting the consumers. The influencers who have many subscribers and loyal fan base can easily influence customer opinion and thereby their preferences and behaviour. They generally endorse and recommend products those are sponsored by various companies and this in turn influence the purchase preferences of the consumers. Due to plethora of content and platforms that are accessible the buyers now have a variety of choices to explore. The consumers now have the power to select their own media experiences and choose those brands that coordinate with their inclinations and standards. This is the reason behind making personalised and targeted marketing by the companies to capture buyers' attention.

It is a fact that consumerism, convergence and competition have played a major role in shaping and altering the landscape of digital media. But it is also true that it has imposed many threats on the privacy of the general public. In other words, it is a fact that competition, consumerism and communication in digital media landscape has raised doubts on the ethics, privacy and effect these have on the society. Targeted advertisement is done by collecting personal data which has raised concern among the masses about the privacy and ethics of various digital platforms. Moreover, it can be seen that the constant exposure to various kinds of advertisements give rise to the tendency to buy things that are not even required and thereby leads to a culture of consumerism and materialism.

## **Conclusion:**

The key factors that influence the digital media landscape are competition, convergence, and consumerism. Also, it can be seen that digital media, competition, convergence and consumerism are all inter-linked with one another in the present media landscape. Due to the aggressive competition among the various companies, impact of consumerism and convergence among the various media forms, digital media have powerfully impacted on the manner the consumers absorb data and immerse with digital content. The digital reorganization has changed the manner in which we absorb and interrelate with different forms of media thereby creating a thoroughly competitive environment where various business houses, companies and industries attempt to deliver the most premier consumer experiences. It is very interesting to watch how the aforementioned factors play a vital role in the transformation of the digital world. These factors have also benefitted the consumers wherein, they are invited to participate on the various media platforms to comment or text such as on Twitter. The audience is also allowed to create blogs on various media platforms, this gives them the opportunity to be heard and the best part is that, this facility that is provided to them is absolutely free of cost.

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