

Paper –CONSUMER BEHAVIOUR

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Topic- Advantages of Digital Era

- The digital era brings all kinds of information to our very fingertips thanks to the centralisation and accessibility of data. For example, people now rely heavily on computers and mobile phones with internet, which give you an immediate answer to any questions you might have.
- Digitalisation has also transformed our ability to communicate, with numerous apps which allow us to send messages to each other immediately and in many different formats. For example, mentioning someone's name on a social media post or doing a video call.
- We are also better able to communicate new ideas thanks to digitalisation, which helps them to spread more quickly. We no longer only have access to the thoughts of the wealthiest, most powerful members of society; anybody has the ability to get their message out there now.
- Digitalisation has opened up a new world of opportunity when it comes to jobs, due to the remote working that the internet has allowed for. There are now completely new job roles like internet technology specialists, and anyone can open their own online business which is an amazing new advantage.
- Lastly, it has increased commercial competition so much that consumers now have so many more options to choose from, which is a positive as it means that we are no longer dictated to by the biggest companies and the prices they decide to charge.

The digital era is also bringing digital currency which makes financial exchanges faster and easier, which is especially advantageous for international trade. Cryptocurrency may become our only form of currency soon so check out the developments in each kind