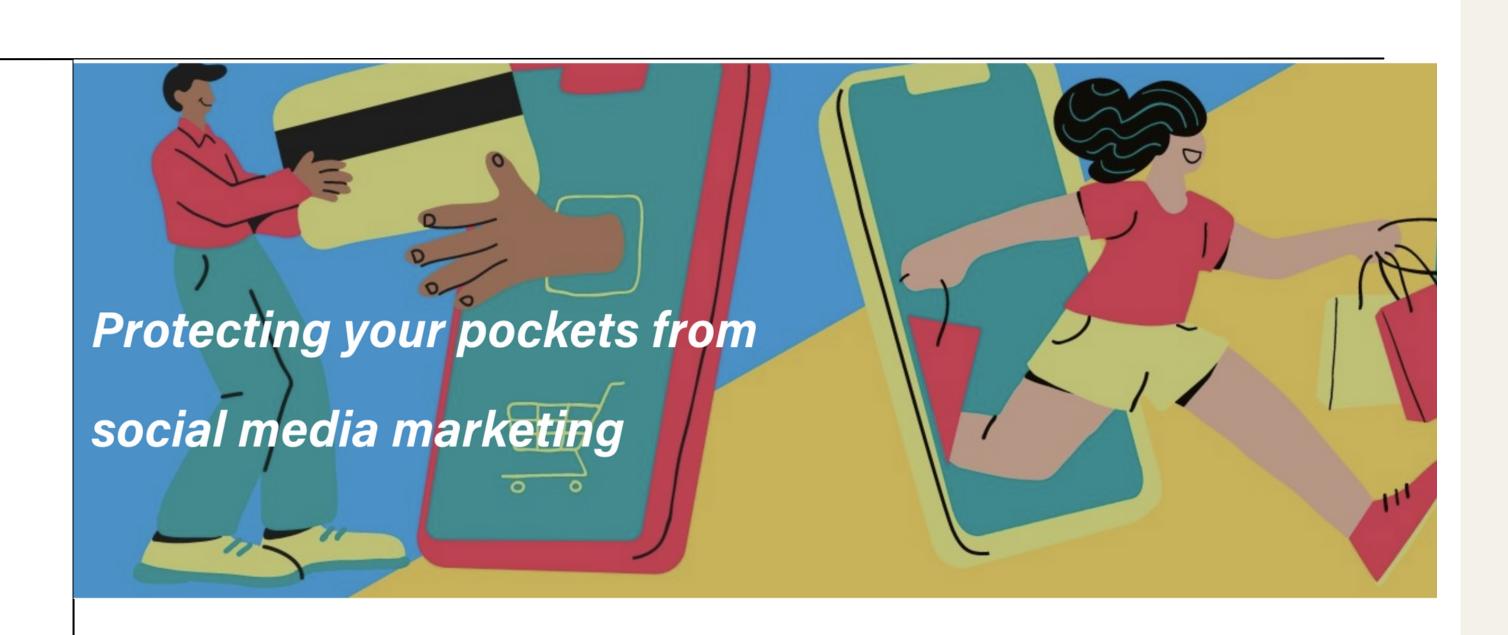
Needs VS Wants

Analyzing the Influence of Social Media on Consumer Behaviour

Authors

Andrew Lau, Conor O'Neill, Dana Al Moumen, Ky Beckett, Sonakshi Gupta





Introduction

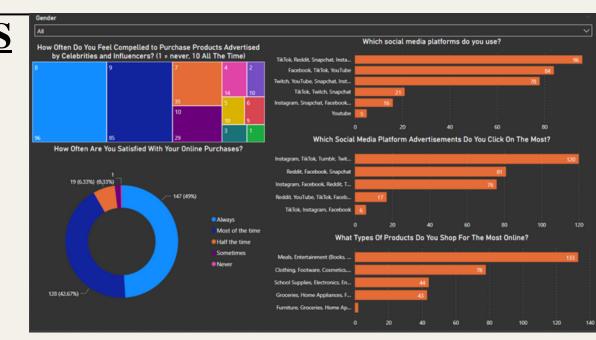
Social media and content creators play an ever increasing part in everyone's daily lives, yet most users do not realise the fact that they themselves and their data is the product that is being sold to marketers and advertising companies.

OBJECTIVE

Understand how the use of social media platforms affects the way consumers make purchasing decisions and how companies can use it to influence consumer behavior.



RESULTS



Analysis

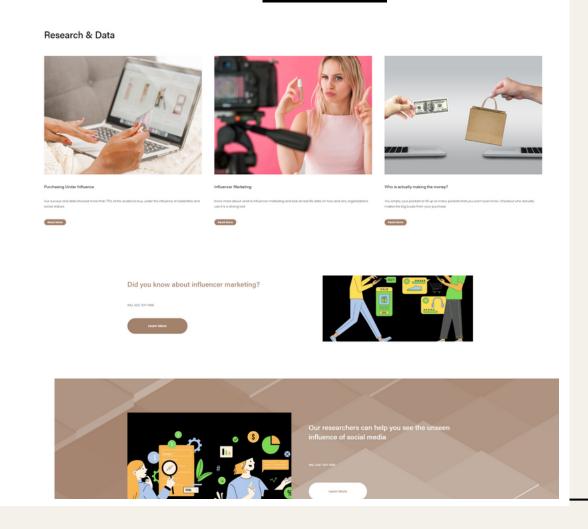
The goal of our survey is to determine the extent that people are influenced by social media marketing.

Survey link: https://docs.google.com/forms/d/e/1FAIpQLSclFmAp9YKB_EbDmcCCpd1ZbBmg4Dxmc3jrelZtfPknlYdNzA/viewform

Website link: https://cow-trout-nsyw.squarespace.com/

Analyzing Influence of Social Media on Consumer Behaviour Did (malyzing Of Did social male male may see 10 Fillian apprehium divide assess of the printing as toolog! * What your area! Ested * *Sure area! Ested of a to 3 (5) being the most), here worth do you like social works? * * Sure Of the Consumer of the Consumer of the Social Works of the Consumer of t

Website





Key takeaway

This information can shape consumer attitudes, and behaviors, making social media an important tool for businesses to engage with their customers and influence their purchasing decisions.