

Analyzing the Influence of Social Media on Consumer Behaviour

Needs VS Wants

Authors

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Introduction

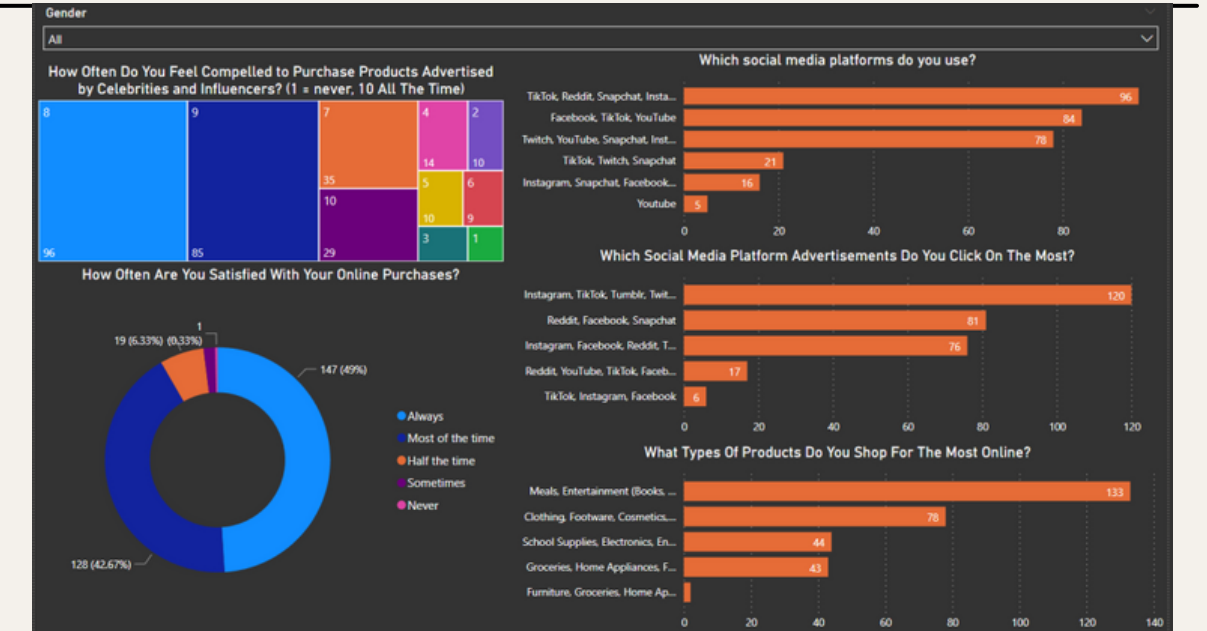
Social media and content creators play an ever increasing part in everyone's daily lives, yet most users do not realise the fact that they themselves and their data is the product that is being sold to marketers and advertising companies.

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



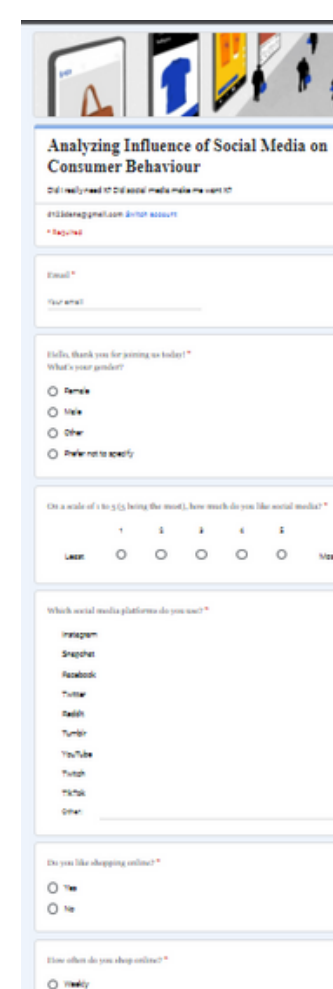
Analysis

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

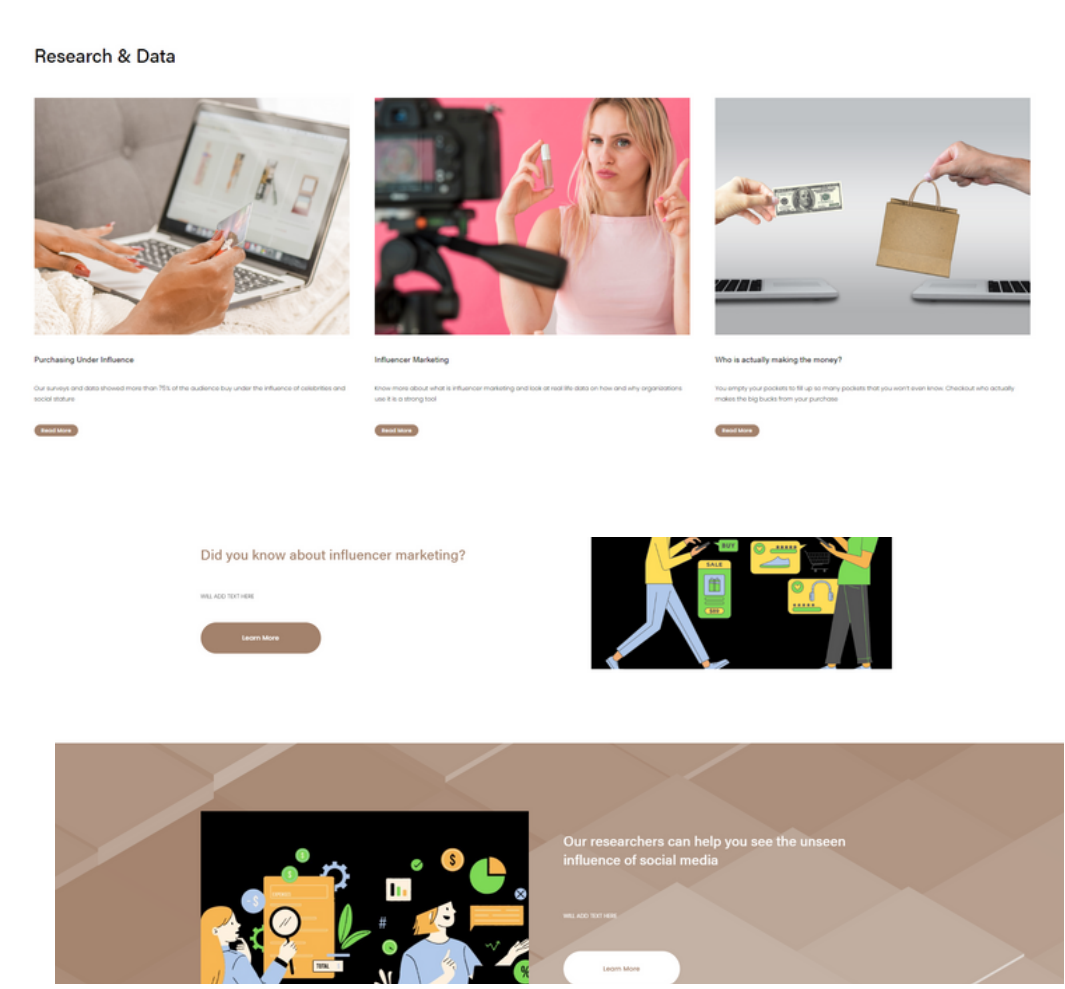
Survey link: https://docs.google.com/forms/d/e/1FAIpQLSciFmAp9YKB_EbDmcCCpd1ZbBmg4Dxmc3jrelZtfPkn1YdNzA/viewform

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

Survey



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.

