



SNS College of Technology

Coimbatore - 35



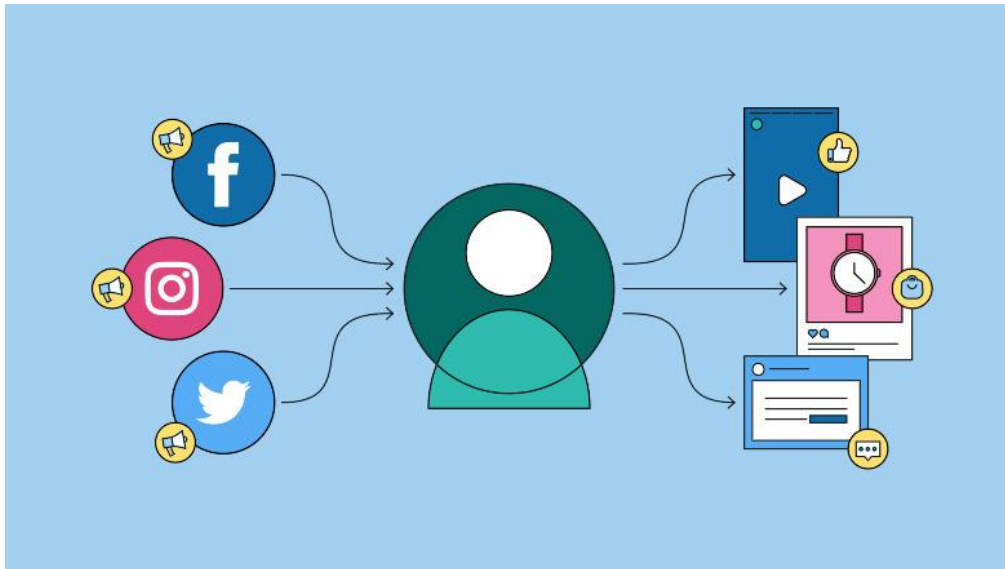
19BAE734 – SOCIAL NETWORK ANALYTICS

UNIT 1 :Introduction to social media and social network

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Guess Your Topic....





The Rise of Social Media as Consumer Application

- Due to the rise of online shopping and the amount of time people spend on social media, social media impacts consumer buying decisions.
- Consumers who are influenced by social media are four times more likely to spend more on purchases.
- There are four ways in which social media has a direct influence on purchase decisions.
- Social media and online shopping shortened the customer journey.
- Social media amplified the impact of social proof or word-of-mouth.
- Social media influencer marketing is one of the most effective ways to reach your audience.
- Stories and ephemeral content are a new way to connect to your audience.
- Every social media platform is different and can be useful for different goals.



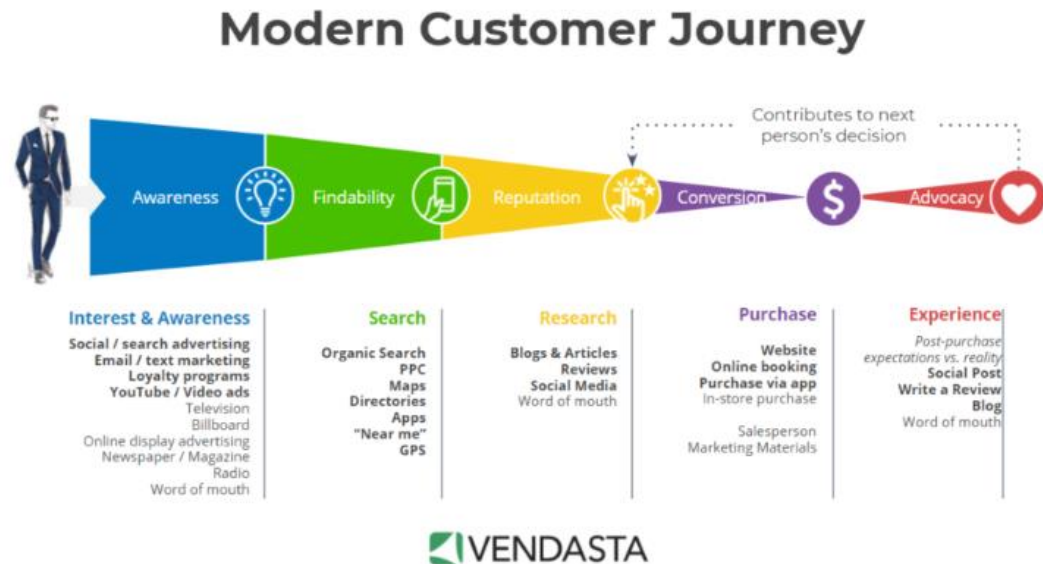
How social media influences consumer buying decisions:

1. The shortened customer journey
2. The influence of social proof
3. The power of influencers on consumer buying decisions



1. The shortened customer journey

The first thing that you notice when it comes to customers on social media is the shortened customer journey. It used to be that people found out about a product, saw an ad on TV multiple times, and next week they may have gone shopping and finally bought the product. Now, this process can take minutes.





2. The influence of social proof

Admittedly, social proof is not a new concept: man is a social animal, and we've been giving each other recommendations for centuries. The thing is, these recommendations and anti-recommendations can now be heard by hundreds of people.

How frequently do you share recommendations online?

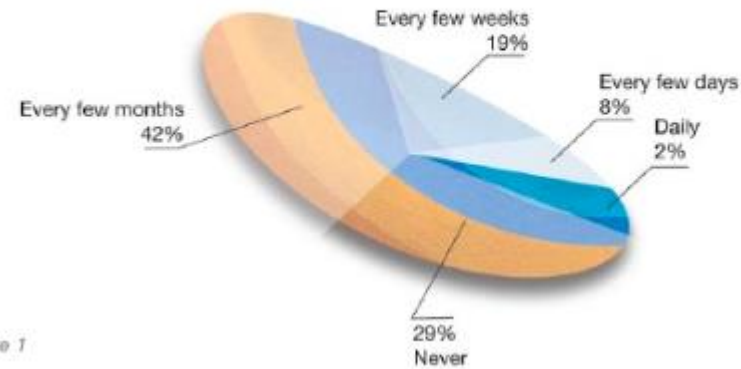


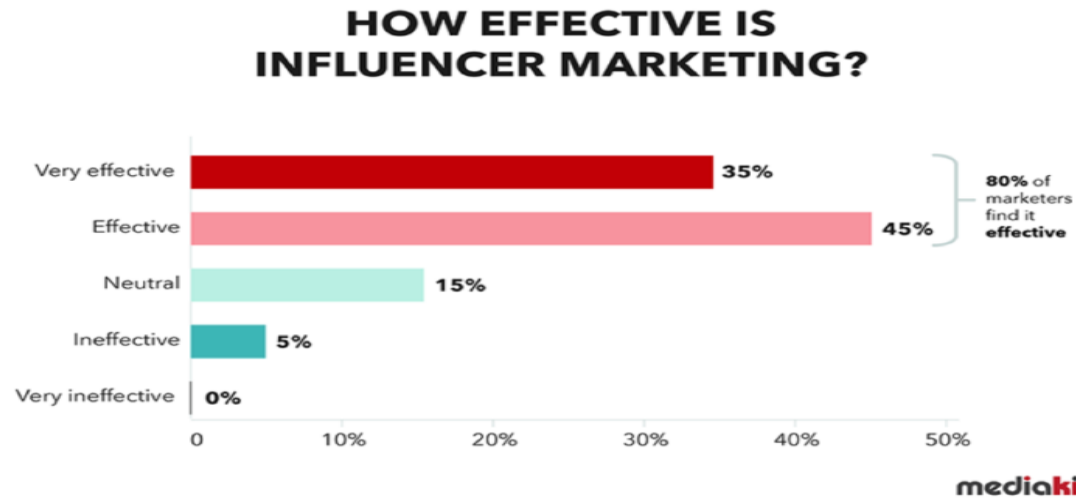
Figure 1



3. The power of influencers on consumer buying decisions

Influencers are the [social media users](#) that have a robust loyal audience that often shares the same interests. Their opinions are naturally seen by a bigger number of people, people that trust them.

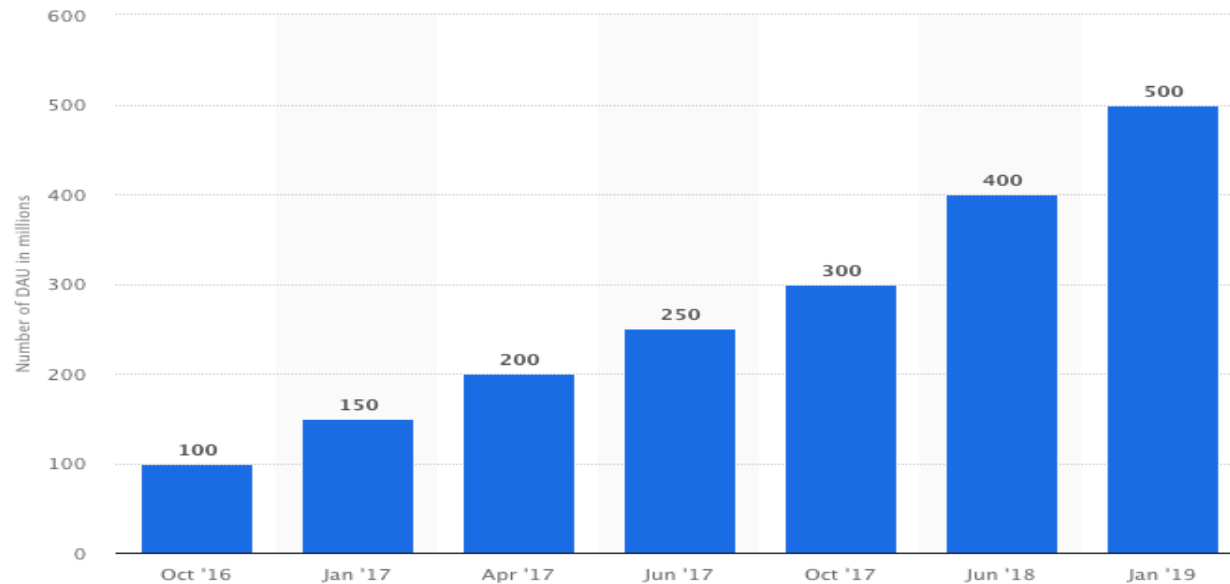
According to a study by the [Influencer Marketing Hub](#), almost 50% of Twitter users have made purchases as a direct result of a Tweet from an influencer.





The influence of Stories on consumer buying decisions

Ephemeral content is a relatively recent trend but it's already winning over social media users and brands alike. Snapchat was the first to use Stories as a format, but it's Instagram that popularized it and now boasts more than 500 million daily active users.





Most popular social media platforms

1. Facebook
2. Instagram
3. TikTok
4. Twitter
5. YouTube



Assessment

- Social media and online shopping shortened the customer journey.
 - A. True
 - B. False



Summary

- The Rise of Social Media as Consumer Application
- The shortened customer journey
- The influence of social proof
- The power of influencers on consumer buying decisions
- The influence of Stories on consumer buying decisions



REFERENCES

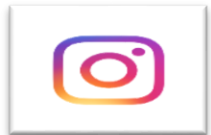
- ❖ <https://www.searchenginewatch.com/2020/11/20/how-social-media-influence-71-consumer-buying-decisions/>



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