



Impact of Social Media on Purchasing Decision

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Introduction

- New era of marketing \ internet \ social media is not only for connected people together and not only for post and share.
- Social media have figured out creative ways to keep both the consumers and advertisers happy, proving that we're in a new era of digital marketing.
- Social Media is a leading news platform and worldwide conference that shares the best ideas and insights into social media and technology's impact on business, society, and culture.

Introduction Co.

- Social media platforms \ sites includes: Facebook, Instagram, Twitter, Pinterest and Snapchat.
- Social media is growing rapidly worldwide. Naturally, marketers want to reach potential customers with this new channel.
- Each social media site has different characteristics and also has a different set of audiences which can be classify to their gender, status, age, and income.

Definition of Social Media

- In a simple words, it is a combination of websites and applications that enable users to create and share content or to participate in social networking.
- Social media: it is a collective term for websites and applications which focus on communication, community-based input, interaction, content-sharing and collaboration.

Definition of Purchasing Decision

- **Purchase decision** is the thought process that leads a consumer from identifying a need, generating options, and choosing a specific product and brand.
- **Purchase decision** is someone's choice of whether to buy something and what to buy depend on his cognitive appraisal and his preferences.

Social Media Influencers

- A Social Media Influencer is a user on social media who has established credibility in a specific industry. A social media influencer has access to a large audience and can persuade others by virtue of their authenticity and reach.
- Influencers are famous people like players, actors, singers, bloggers, and family members.
- Influencers are valuable because they offer instant access to the credibility a growing company needs. 70% of customers are influenced by recommendations from their peers.

Positive Impact of Social Media

- 1- Personal Security:** protect you from Hackers and thieves.
- 2- Generation Barriers:** old people and young usage for social media.
- 3- Health Benefits:** Using the internet you can find out what you have wrong with you and you can get diagnosed by a far doctor.
- 4- Business:** companies advertise their products on other social media to increase the profit of their business.
- 5- School/ University:** it easier for students to research what needs to be searched also students can save their work onto the system (Moodle) and do their school work on the computers.

Four Types of Buying Behavior

	High involvement	Low involvement
Significant differences between brands	Complex buying behavior	Variety-seeking buying behavior
Few differences between brands	Dissonance-reducing buying behavior	Habitual buying behavior

How does social media influence purchasing decision?

- Social media has influences on purchasing decisions which can be achieved through:
 1. Additional product information.
 2. Product discovery.
 3. Purchase location identification.
 4. Purchase reminder.
 5. Product recommendation.

Why do customers follow brands on social media?

- Customers are following and liking brands and its websites pages for many reasons which are:
 1. To keep up with activities.
 2. To learn about products and services.
 3. To leverage sweepstakes and promotions.
 4. To provide helpful brand fan communities.
 5. To complain about products and services.

Why do companies use social media?

There are much more elements that make up a digital marketing campaign which are:

1. *Brand awareness.*
2. *Reputation.*
3. *Competitive advantage.*
4. *Increase sales.*

How to increase the impact of social media on purchasing decisions?

Companies can increase the impact of social media on purchasing decisions by several types of learning which are:

1. Learning from forums and communities.
2. Learning from ratings and reviews.
3. Learning from social recommendations.

Conclusion

- We can see that social media have a large impact on how people spend their money these days.
- We can see that social media (as a tool of digital marketing) is the future of marketing.
- Social media is still trying to hold its major component which is a connection with other people.

Conclusion Co.

- The Final Conclusion is that Social Media just like a ***HALF GLASS*** of water. It depend on us what we see. In other words it's matter of choice that how we use it which we call (cognitive appraisal).

THANK YOU FOR YOUR LISTENING