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# Proprietary Research

**The effects of social media on  
the consumer buying process**

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# Objectives

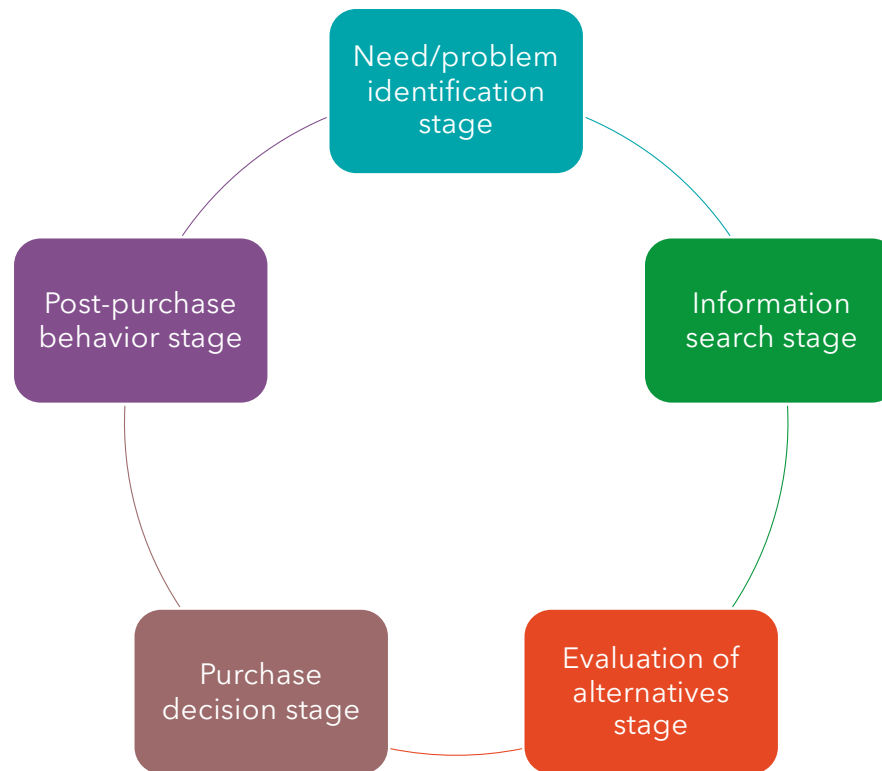
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- The study aimed to find out:
  - The specific stage of the consumer buying process that was most influenced by social media
  - Which social media site was most trusted by consumers
  - What content was the most gratifying for consumers during the buying process.



# Consumer buying process

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# Uses & Gratification Theory

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- Surveillance needs
- Personal identity needs
- Personal relationship needs
- Diversion needs



# Research Questions

01

RQ1: At what stage in the consumer buying process are consumers most influenced by social media?

02

RQ2: Which social media sites are the most trusted during the consumer buying process?

03

RQ3: Which U&G need does social media gratify?

# Methodology

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Quantitative method, i.e. survey



Web-based



Adults, age 18 to 65



14 days



25 questions

**203**  
valid  
responses

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## Results

RQ1: At what stage in the consumer buying process are consumers most influenced by social media?



Before purchase



## Results

RQ2: Which social media sites are the most trusted during the consumer buying process?



Facebook & YouTube

## Results

RQ3: Which U&G need does social media gratify?



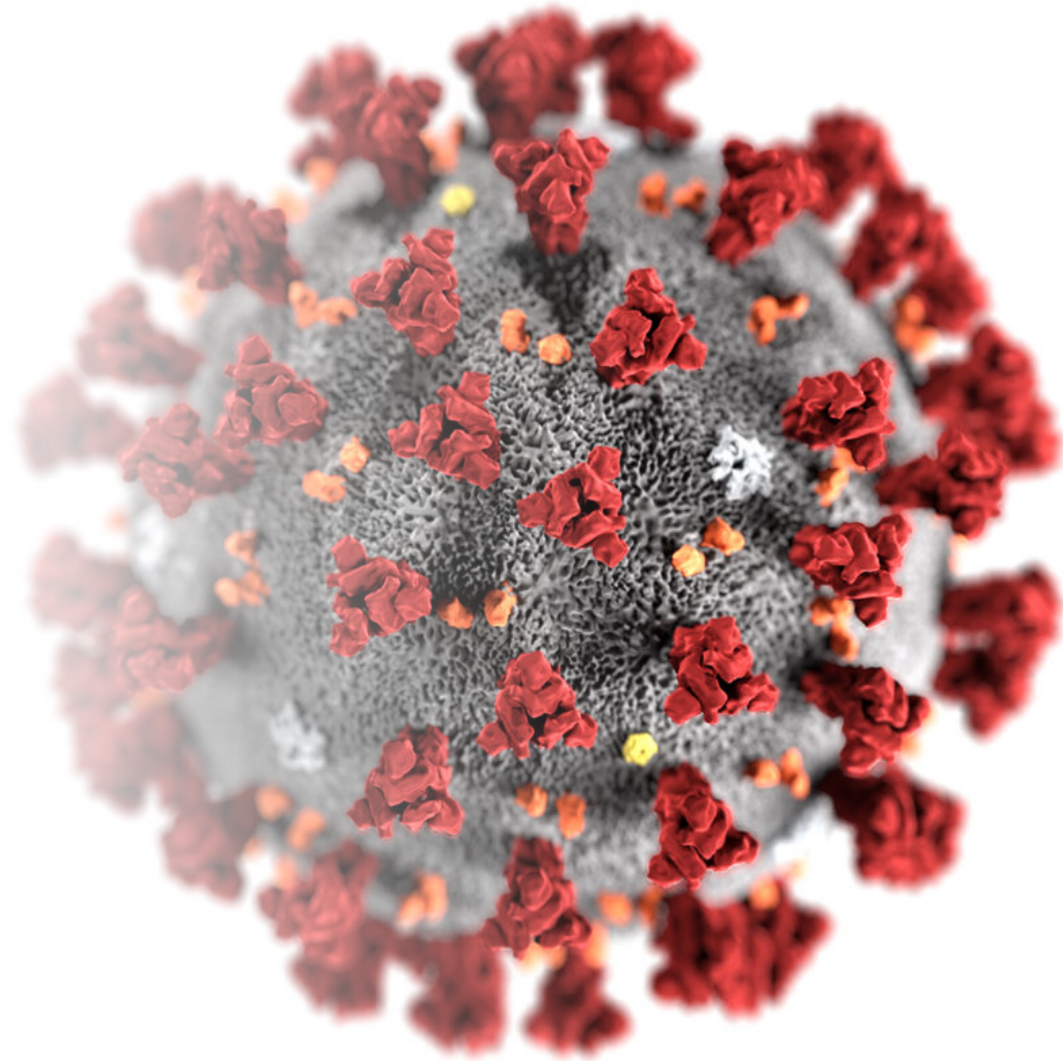
Information &  
Entertainment

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## Limitations

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- COVID-19 pandemic
  - Social distancing
  - Increase use of technology for essential and non-essential products and services
  - Perception of social media for purchases



# Future research

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Examine different fields of consumer products and services



Different geographical markets



Different subject groups



Qualitative research methods i.e. in-person focus groups

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# Conclusion

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- Build stronger consumer-brand relationships by customizing content:
  - **Informational & Entertaining**
  - **Facebook & YouTube**
  - **Before purchase**

