

t
by T T

Submission date: 06-Nov-2020 07:49AM (UTC+0800)

Submission ID: 1437438867

File name: Social_Media_Influence_on_Decision_Making.edited.docx (21.89K)

Word count: 999

Character count: 5639

²
Student's Name

Professor's Name

Course

Date

How Does Social Media Influence Decision Making

Introduction

Social media refers to applications and websites that let people share content in real-time and engage with audiences. Technology advancement has given rise to social media through internet-enabled smartphones that enable people to browse through all social media networks by sharing opinions, real-time events and photos. Social media sites have affected how people live, make decisions, and conduct business because of its uniqueness. For instance, today, people check their social media for the latest news updates on sites like Twitter. In contrast, others use sharing networks like Facebook to create brand awareness for their businesses. The sites have allowed people to access suggestions and opinions from people who have used a particular service or product. Today, many organizations have discovered that social media platforms can be used to increase brand awareness and influence their customers' decision-making process. The paper will discuss how social media influences decision making.

Today people run to social media networks when they need to decide on online shopping, choose a restaurant, select a healthcare service and choose a vacation destination. They watch videos and read blogs as the initial steps in their decision-making process. According to a 2017 report by DiStaso and Tina, social media platforms were deemed influential in seeking advice and making decisions by 40% across all generations. In the study, the participants stated that

they would go on social media to seek advice regarding financial matters, healthcare services, and travel destinations. In the United States, eight people out of ten people are online shoppers. This is because they make purchases using a link obtained from a social media network. This is made possible because of social media influencers used by brands to market their products or services on their platforms. Influencing is a form of marketing where brands use content creators from YouTube and Instagram to reach a bigger target audience. For instance, make-up companies like Mac Cosmetics use popular make-up artists from YouTube to market their latest product to their followers (Cooley and Rochelle 260). The content creator uses their platform to influence their followers' decisions if the product resonates with their audience. In this case, an African American woman can resonate with the brand if the new product meets her needs. For example, if the new product from Mac Cosmetics being advertised by the content creator is a new shade of foundation that is fit for an African American woman's skin tone, women with similar skin color will decide to purchase the foundation because it matches their skin. Therefore, social media influencers play a major role in consumers' lives because they dictate their intent to shop for cosmetic products, hair, and clothing, particularly to millennials consumers (Cooley and Rochelle 263).

Additionally, people use social media websites to decide their vacation destinations or restaurants based on the reviews posted on travel websites. If a restaurant has many positive reviews regarding the ambiance, food, and service, people are inclined to go to that restaurant to experience the same. However, if a restaurant has many negative reviews, people avoid those restaurants because they do not want to experience bad services. The same case applies when deciding vacation destinations (Parsons). Aside from the reviews, people use social media to seek advice regarding a vacation spot or a healthcare service for them to decide whether it is

worth it or not. Depending on the advice they have received, they can decide to use the services or look for another alternative. Also, sports consumers use their love for sports to decide on whether to purchase tickets online for a match. Their decision is influenced by their passion and loyalty to the team. Social media sites like Facebook act as a source of information for sports consumers to confirm ticket purchases depending on the playing team. In case the team they are rooting for will be playing, sports consumers will purchase tickets to root for the team (Yim et al. 9). In addition, people who are not passionate about sports will also be influenced by social media sites to purchase tickets online because of the social media hype created by the sports fanatics. They would watch the game as spectators instead of fans.

Conclusion

Having discussed how social media influences decision making, based on the above research, it is clear that social media sites are influential in making decisions. Before social media sites, people used to rely on close friends, relatives, and sometimes TV commercials for opinions regarding a service or product before deciding on purchasing the item. With the rise of social media, opinions regarding a service or product are popularized through electronic word of mouth, social media influencers, and trusted sources of information. However, some social media sources can be misleading, and people end up making wrong choices because of trusting the information. For instance, some social media health care sites can share misleading information regarding a treatment option or medication. This information can influence a person's decision-making process if they resonate with the mentioned illness. Without proper knowledge about the information shared, this decision can negatively affect an individual, especially if the medication affects their health negatively. Despite the influence social media has on people's decision-making processes, the most reliable information source will be from close

friends and families because they have experienced the service and product firsthand (DiStaso and Tina).

Works Cited

Cooley, Delonia, and Rochelle Parks-Yancy. "The effect of social media on perceived information credibility and decision making." *Journal of Internet Commerce* 18.3 (2019): 249-269.

DiStaso, Marcia, and Tina Mccorkindale. *THE SCIENCE OF INFLUENCE: HOW SOCIAL MEDIA AFFECTS DECISION-MAKING IN THE HEALTHCARE, TRAVEL, RETAIL, AND FINANCIAL INDUSTRIES*. 2017, instituteforpr.org/wp-content/uploads/Science-of-Influence-Report-1-1.pdf

Parsons, Hannah. DOES SOCIAL MEDIA INFLUENCE AN INDIVIDUAL'S DECISION TO VISIT TOURIST DESTINATIONS? USING A CASE STUDY OF INSTAGRAM. Diss. Cardiff Metropolitan University, 2017.

Yim, Brian H., et al. "Identifying critical factors in sport consumption decision making of msportsnial sports fans: mixed-methods approach." *European Sport Management Quarterly* (2020): 1-20.

ORIGINALITY REPORT

2%

SIMILARITY INDEX

2%

INTERNET SOURCES

0%

PUBLICATIONS

0%

STUDENT PAPERS

PRIMARY SOURCES

1

www.austintxgensoc.org

Internet Source

1%

2

www.coursehero.com

Internet Source

1%

Exclude quotes Off

Exclude bibliography On

Exclude matches Off