

The Influence of Social Media on Purchase Decisions in High-Involvement Categories

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INTRODUCTION
 Overview
 Purpose of Research
 Hypothesis
 Aim or Strategy
 Process
 Findings
 Conclusions & Recommendations

Methodology
 Qualitative research methodology
 Primary research: face-to-face interviews with young females (in front of H&M)
 Locations: High Street Kensington & Oxford Street

Research Design
 Exploratory research
 Primary research: face-to-face interviews with young females (in front of H&M)
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THE PROCESS

- Qualitative research methodology
- Primary research: face-to-face interviews with young females (in front of H&M)
- Locations: High Street Kensington & Oxford Street

Interviews
 15-20 minutes
 Semi-structured
 Conducted in front of H&M stores

Observations
 Conducted in front of H&M stores
 Focus on social media usage and purchase decisions

Researcher's Role
 Facilitator
 Observer
 Participant

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PURPOSE OF RESEARCH

- Understand the effect of social media and its influence on the purchase decision-making process of H&M's female customers.



Statistics
 4.68 billion users worldwide
 2.9 billion active users
 1.1 billion users in Europe

HYPOTHESIS

- Individuals who use social media are more likely to purchase products.
- People who use social media are more likely to purchase products.

AIM OF SURVEY

- Understand the effect of social media and its influence on the purchase decision-making process of H&M's female customers.
- Identify the most popular social media platforms used by H&M's female customers.
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FINDINGS

- Social Media has changed relationships between consumers and companies (Two-way communication)
- Most consumers use social media to research products before they purchase them.
- Consumer behaviour is influenced by personal and environmental factors (Byth, 2004).
- Steps of consumer purchasing decisions:
 - Problem recognition
 - Information gathering
 - Evaluation of alternatives
 - Purchase decision
 - Post-purchase behaviour
 (Carroll, et al. 2011)

CONCLUSIONS & RECOMMENDATIONS

Conclusion: Social media has a significant influence on the purchase decision-making process of H&M's female customers.

Recommendations: H&M should focus on social media marketing to increase sales and customer loyalty.

High Street Kensington



Oxford Street

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How many people discovered something new through social media?

THANK YOU FOR YOUR ATTENTION

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INTRODUCTION

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- **2.1B** people have social media accounts
- **70M** Instagram photos are shared per day
- **1.5M** Business pages are registered on Facebook

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PURPOSE OF RESEARCH

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HYPOTHESIS

- Influence on consumers decision making process
- People value the information on social media as the guideline for their future purchase

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High Street Kensington



Oxford
Street

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