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THE IMPACT OF SOCIAL NETWORKS ON CONSUMERS

Social media has a significant influence on consumers. There are several different aspects to consider.

Social media provide consumers with the opportunity to obtain information about products and services, as well as the opinions and recommendations of other consumers. This can have a considerable impact on their purchasing decisions, as well as their behaviour when using the product or service.

Social media can also help consumers understand brands, their values and differentiate them from other brands. Brands can use social media to

create virtual communities where consumers can discuss products and services, which increases brand awareness and support for the product.

In addition, social media can help brands capture the attention of consumers and increase their audience. Advertising companies can use social media to advertise their existing products and services, as well as to promote new products.

Social media can be an important tool for customer support. Businesses can use social media to respond to customer questions and complaints, which increases customer satisfaction and maintains loyalty.

Social media has a huge effect on consumers when they are trying to raise awareness of a particular product. When people face a problem in their lives, they start looking for a solution, most likely on the Internet. But people do not understand which product exactly can solve their problems. Social media has the greatest impact on the consumer at this point.

In real life, a consumer can take a long time to choose and weigh up, but on the Internet, a person is very prone to change their opinion and attitude towards a particular product in accordance with the opinion of society on social media.

Satisfied customers are usually very active in sharing their positive shopping experience by posting comments and reviews on social media. Sellers, on the other hand, actively publish these positive reviews on their social media pages. This, of course, has a huge influence on potential new customers.

Unfortunately, some marketers are engaged in dishonest marketing. They post fake reviews, demonstrate non-existent benefits of their products, and use other tricks to deceive consumers.

Summing up, social media have a profound impact on consumer behaviour. Companies and brands should not ignore the effect of social media, as it is not only a tool to help promote their own brand, but also a space where competitors can crush you without your involvement.