

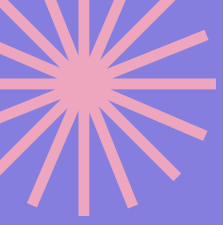
THE INFLUENCE OF

# Social Media

# On Teen Consumption

UNDERSTANDING HOW MEDIA AFFECTS TEENS BUYING HABITS

PRESENTED BY  
THE ROCKDALE COUNTY LIFESMARTS  
TEAM

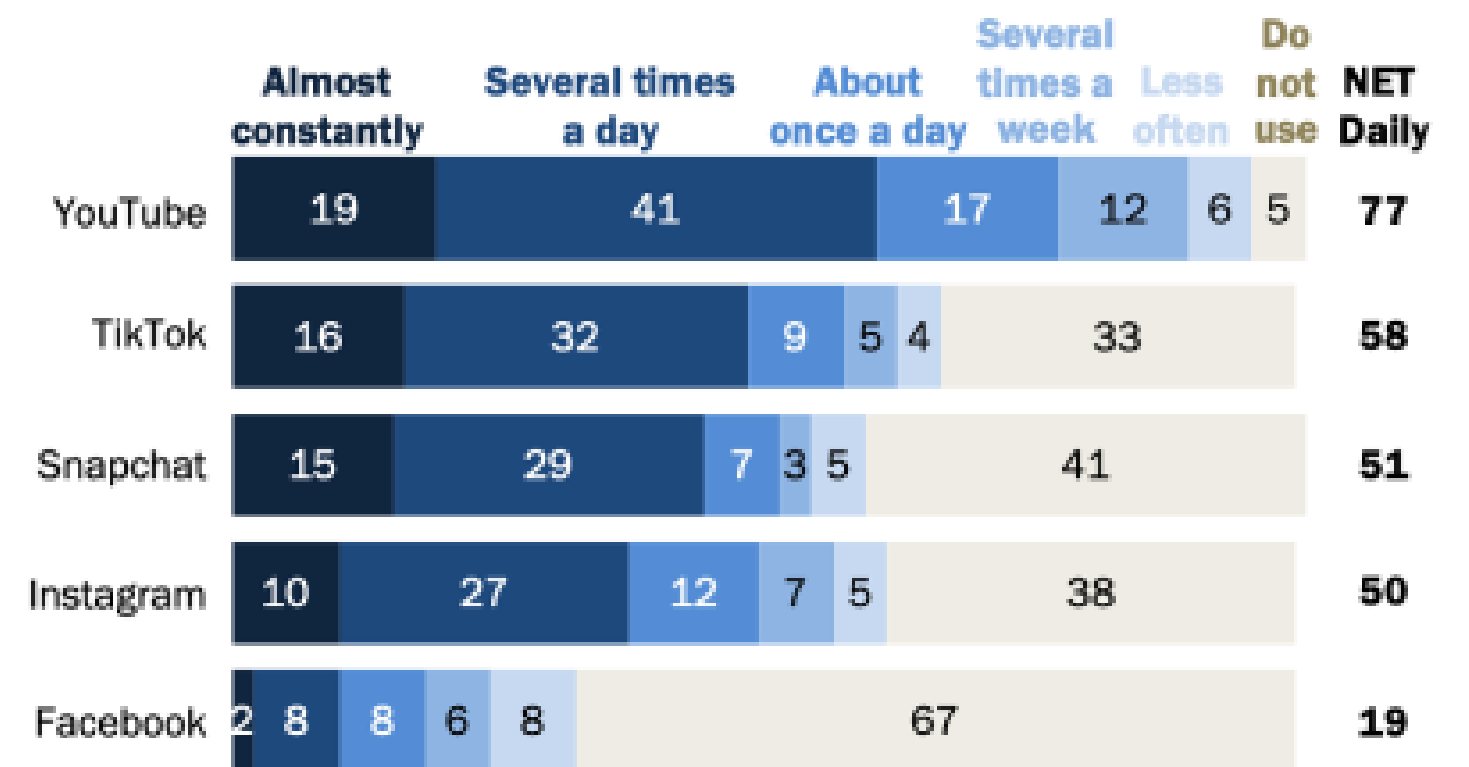


- The majority of teens use YouTube and TikTok every day, and many report using these sites almost constantly.
- More than half of teens say it would be difficult for them to give up social media.
- This means most of the information average teenagers consume comes from social media.
- Teenagers need to understand that companies understand this and will market directly towards them through social media.

# The truth.

## Roughly one-in-five teens are almost constantly on YouTube; only 2% say the same for Facebook

*% of U.S. teens who say they visit or use each of the following sites or apps ...*



Note: Teens refer to those ages 13 to 17. Those who did not give an answer are not shown. Figures may not add up to the NET values due to rounding.

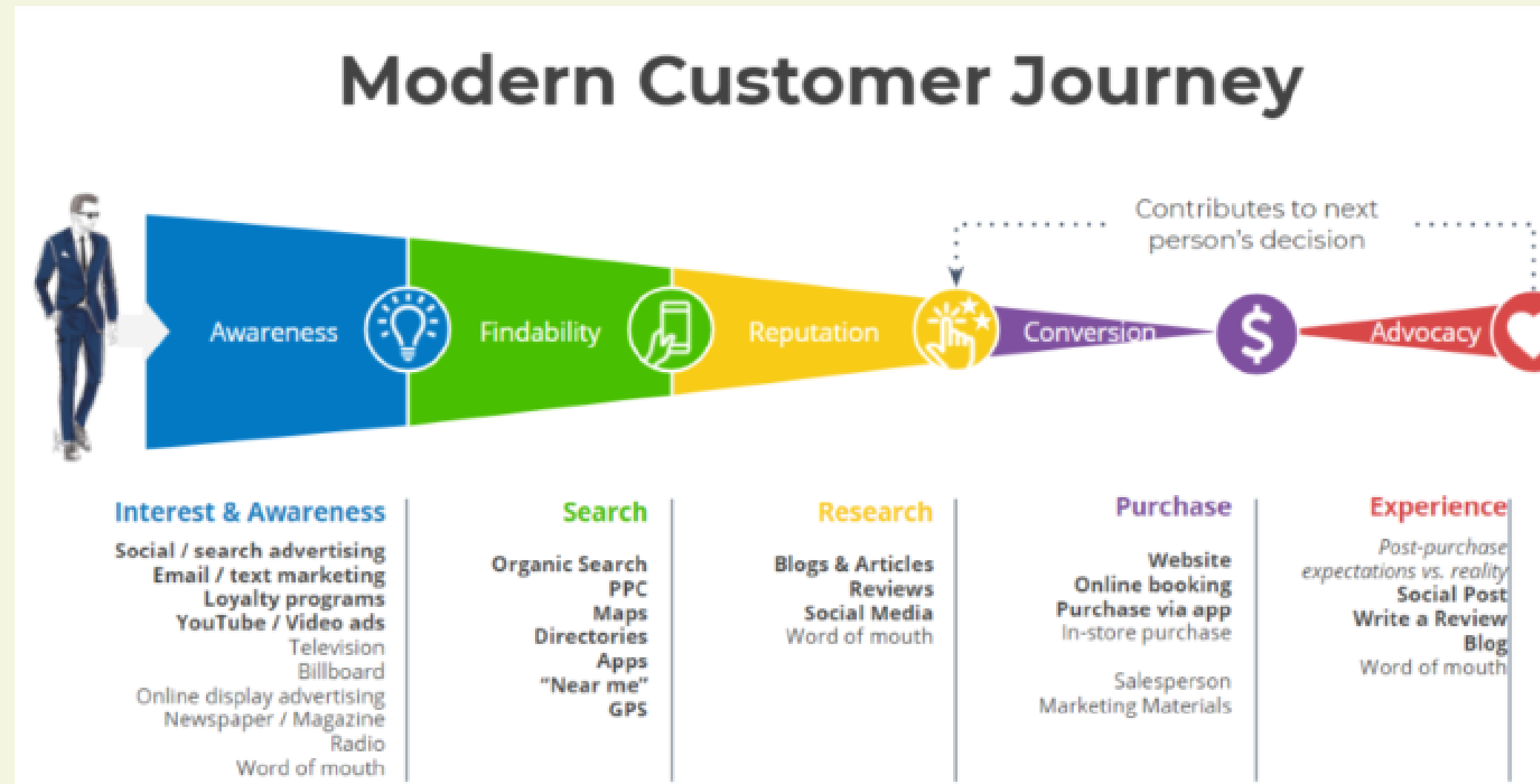
Source: Survey conducted April 14-May 4, 2022.

"Teens, Social Media and Technology 2022"

PEW RESEARCH CENTER

# Impact on purchasing decisions

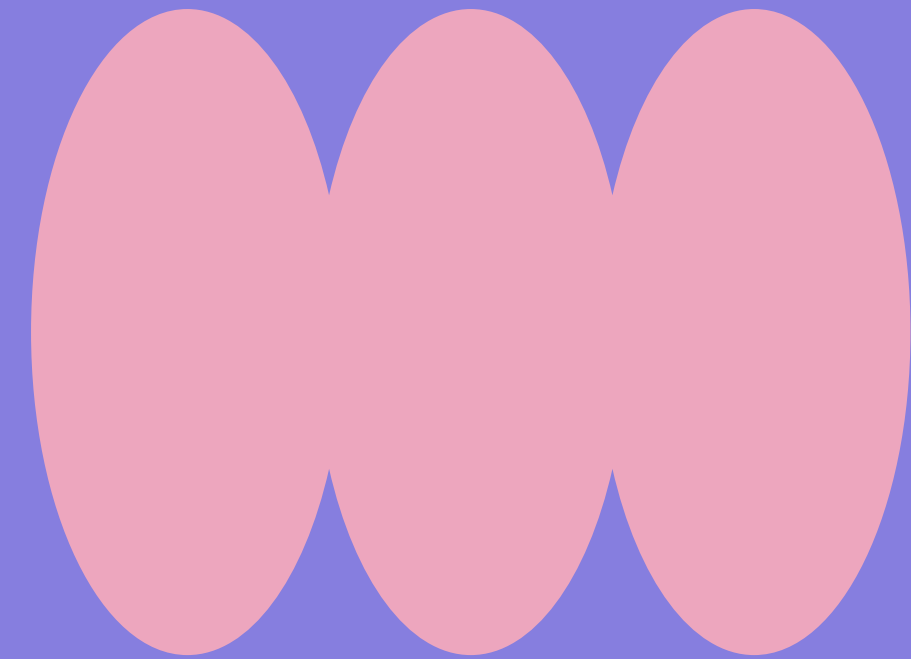
Social media has made product research more accessible to users. For example, if your customer sees a product on Instagram, they can immediately search the hashtag to look up other reviews and decide whether they should buy it or not. As a result, customers spend more time on research and check more sources for reviews.



62% of customers say they share bad customer experiences with other people. Thus it's extremely important to keep an eye on your online reputation and seek out reviews on social media.

According to the Deloitte report, 29% of social media users are more likely to make a purchase on the same day of using social media. That means that once they see a product, they simply click on the link and buy it: there's no need to wait before they go shopping. Moreover, the same report states that consumers who are influenced by social media are four times more likely to spend more on purchases.

# Brand engagement and loyalty



## “Emotional Connection”

Branding has the power to influence the perception of a product’s quality and value.

Consumers may be willing to pay a premium for products associated with a reputable brand due to the perceived higher quality. Additionally, a well-established brand can create an impression of value for money, making consumers feel that they are getting more than just the physical product or service.

## “Trust”

A strong brand identity establishes trust and credibility in the minds of consumers. When individuals encounter a familiar and well-regarded brand, they are more likely to feel comfortable and confident in their purchase decisions. Trust is a crucial factor, especially when consumers are faced with multiple choices or when dealing with unfamiliar products. A reputable brand can provide a sense of security, reducing the perceived risk associated with a purchase.

## Loyal to what?.....

## “Perceived Quality”

Effective branding goes beyond functional attributes; it taps into emotions.

Consumers often develop a strong emotional connection with certain brands, which influences their buying behaviour.

Whether it’s nostalgia, happiness, or a sense of belonging, these emotions can become key drivers in consumer decision-making. Loyal customers tend to stick with their favoured brands, even in the face of competition or higher prices, further reinforcing the impact of branding on consumer loyalty.



# Understanding your audience

45% 38% 24%



45% of Gen Z respondents named TikTok and Instagram as the top platforms influencing their purchasing decisions, followed by YouTube (38%), Facebook (24%), Snapchat (17%), Twitter (14%) and Reddit (7%).

# Positive and negative psychological impacts ✨

In other cases social media can provide some positive effects to teenagers as well. You're able to connect with others who share the same identities, abilities, and interests as you. A majority of people report that social media helps them feel more accepted and feel as tho they have people who support them

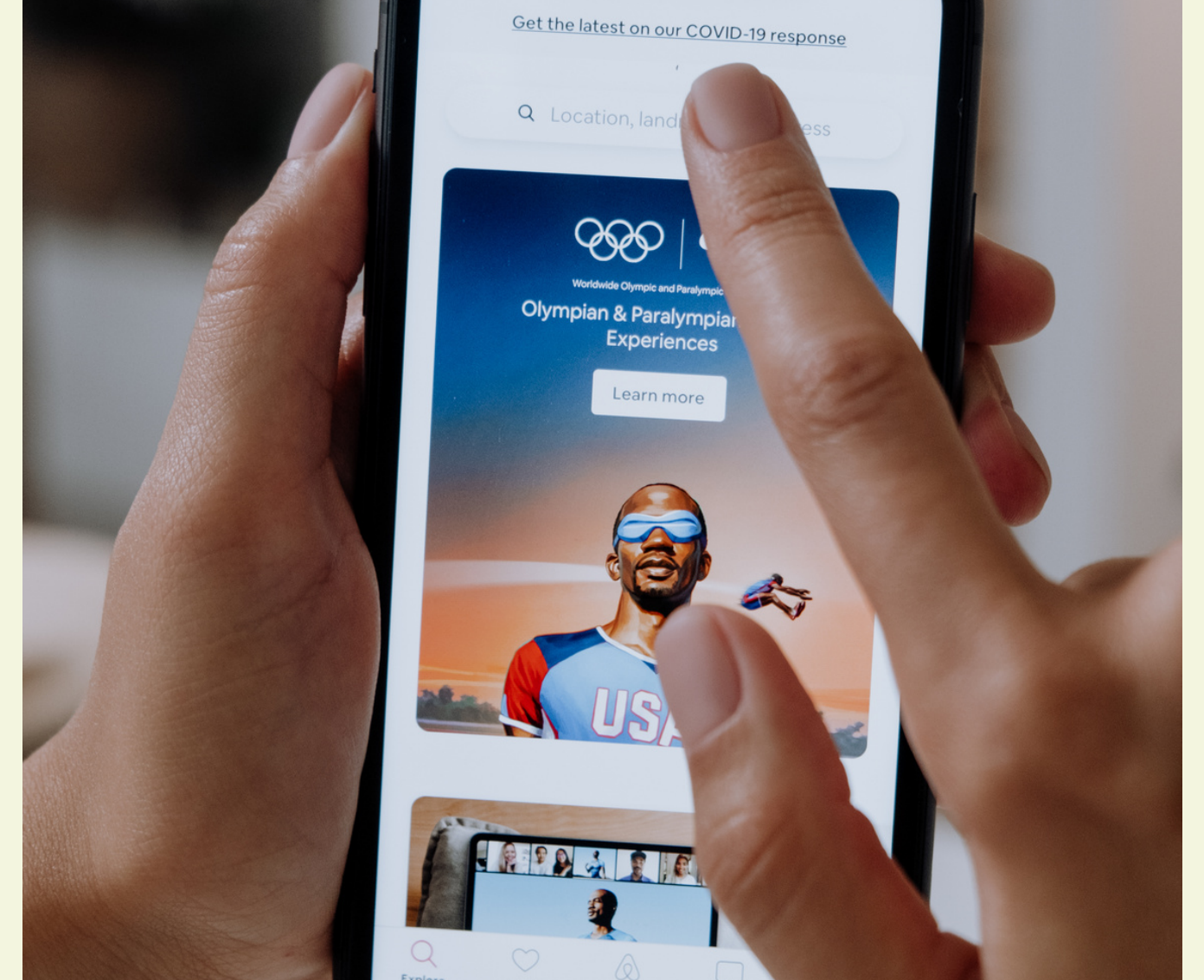


Many of studies have shown that higher levels of social media use among children and teens are linked to adverse effects which include depression, anxiety, inadequate sleep, low self esteem, poor body image, eating disorder behaviors, and online harassment. This could be even worse for those who struggle with mental health issues already.





# Recommendations for brand



There are so many ways for brands to use social media to promote their brands. The top two most used ways are using paid advertising and using micro influencers. With paid advertising it is a way to promote your brand toward its targeted audience as they are scrolling on social media. The audience is able to get a sample of your brand and get to see a snippet of what you are selling or have to offer. Using micro influencers is a bit different. The influencers have a chance to promote your brand for you. Their followers can align themselves with your targeted audience. These influencers may have thousands versus millions of followers who may be more than likely to buy your product.

# Do teens judge themselves off of others?

In some cases, teens may see images online and try to replicate them. These false images may cause teens to judge themselves in unhealthy ways because many things online are not accurate representations of what happens in real life. For example, people are able to use misleading tactics by cropping things out of a background, posing with props, or editing their appearance.





# References



1. <https://www.pewresearch.org/short-reads/2023/04/24/teens-and-social-media-key-findings-from-pew-research-center-surveys/>
2. <https://www.forbes.com/sites/forbesagencycouncil/2022/04/28/how-social-media-impacts-consumer-buying/?sh=744a5af5337d>
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