From Scroll to Action: Social Media Influence in the Consumer Decision-Making Journey

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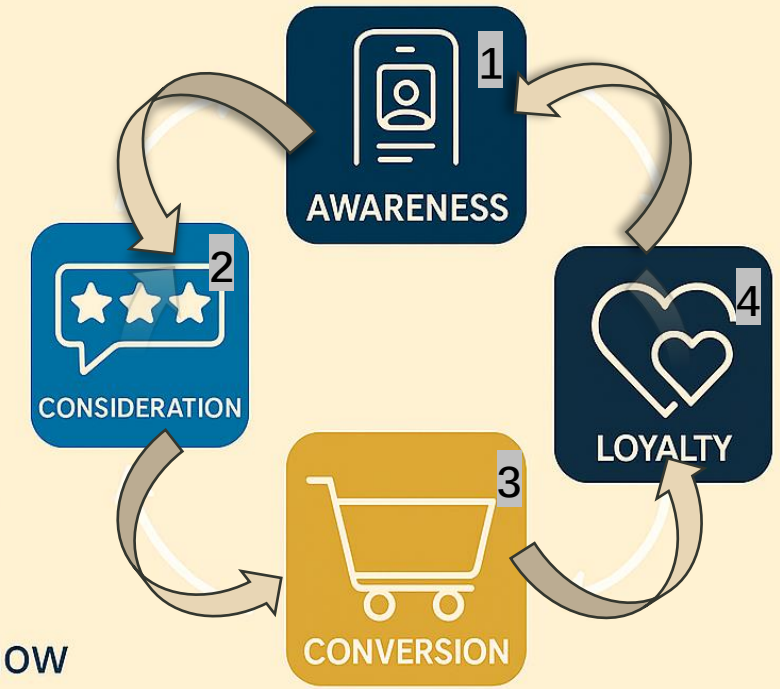
The Consumer Decision-Making Journey - Iterative

From Linear Funnel to Dynamic Journey

THEN

Awareness → Purchase

NOW



- Traditional models assumed a linear, step-by-step path to purchase
- Digital technologies and social media disrupt predictibility
- Consumer decision-making is now interactive and non-linear

Non-linear, interactive journey

Consumers actively seek information, compare alternatives, and revisit earlier stages multiple times.

The Modern Consumer Decision-Making Journey

Non-linear Consumer Journey

Modern consumer journeys are interactive and non-linear, **driven by digital and social media technologies.**

Role of Social Media

Social media **influences all stages**, enabling consumers to **access information and share feedback.**

Importance for Marketers

Understanding this journey helps marketers create relevant and engaging **strategies across all touchpoints.**

Social Media Influence and **Psychological Drivers**

Awareness Stage Role

Social media platforms use ads, influencer partnerships, and viral content to ***capture consumer attention and awareness.***

Consideration and Evaluation

Consumers use reviews, comments, and interactive features to ***research and evaluate products, building trust with brands***.

Conversion Facilitation

Social media ***supports purchases*** via retargeting ads, limited-time offers, and integrated in-app shopping features.

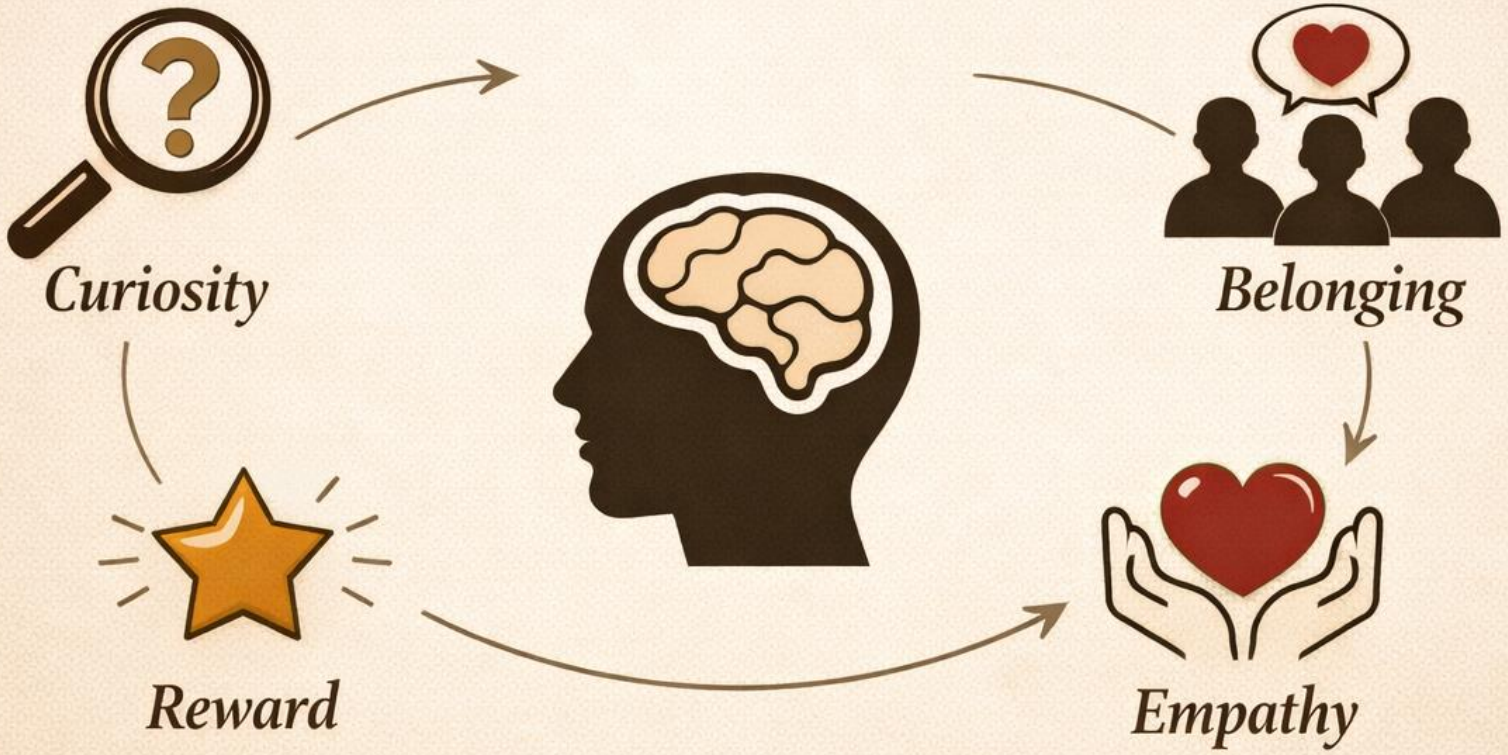
Post-Purchase Engagement-loyalty

Consumers ***share experiences and reviews***, while brands ***offer support and build community to enhance loyalty.***

How social platforms "shape" buying decisions TODAY

Psychological Triggers

Behind Social Media Influence



Psychological Triggers Behind Social Media Influence

Social Proof Influence

People follow others' actions due to likes, shares, and endorsements that build credibility and reduce risk.

Fear of Missing Out (FOMO)

Time-limited offers and exclusive content create urgency, motivating quick consumer decisions.

Reciprocity Effect

Free value like giveaways and discounts encourage consumer engagement and loyalty.

Personalized Content

Tailored content based on user interests (data, past behavior)-> increases attention and positive consumer response.

From Scroll to Action

Turning Triggers into Teaching & Marketing Strategies

Educational Application		SME Marketing Application	
Showcase Success Stories			Leverage Testimonials
Create Exclusive Opportunities			Drive Urgency & Hype
Give Value to Build Trust			Offer Rewards & Perks
Personalize the Experience			Customize Content

Influence with Empathy: Understand, Engage, Inspire Growth.

1. Awareness Stage

At the awareness stage, consumers become **conscious of a need or a brand** through high-reach social media exposure.

For example: Case 1 Note

Tactics: ***Belief-driven story telling***, *influencer partnerships*, and *aspirational visuals*

Focus: emphasize ***visibility, identity, emotional connection*, *and attention*** rather than immediate purchase.

2. Consideration Stage

Consumers actively **evaluate products/brands** options. In this moment **social media becomes a research and evaluation tool.** (Reading reviews, watching product demonstrations, and engaging with user-generated content. Consumers rely heavily on peer reviews, comments, comparison videos, and user-generated content to assess credibility and suitability.

For example: Case 2 Note

Tactics: *Interactive features such as polls, Q&A sessions, and live streams allow brands to address concerns and build trust in real time.*

Focus: ***Transforms emotional awareness into active evaluation*** *by combining* ***authentic storytelling, influencer credibility, and interactive digital experiences*** *that* ***help audiences explore and compare*** *before purchase.*

3. Conversion Stage

Turning **emotional engagement and product evaluation into direct purchase**

For example: Case 3 Note

Tactics: *Socia-media –driven ecosystems. Membership, App, campaign-linked calls-to-action.*

Focus: *T**urns emotional engagement and product evaluation into direct purchase** and further loyalty actions*

4. Loyalty Stage

At the loyalty stage, turns post-purchase experiences and evaluation into **long-term engagement by community belonging and identity reinforcement. Sustaining Loyalty** through ***Community and Purpose***

For example: Case 4 Note

Tactics: *use social media to* ***celebrate customers' achievements****,* ***reward participation****,* ***reposts user-generated content****, membership, App, events*

Focus: *consumer experiences, shared values, belongingness to* ***deepen emotional ties and transform customers into lifelong fan***

Key Insights

- **Emotion Drives Engagement:** Stories spark connection.
- **Seamless Paths Convert:** Easy access leads to action.
- **Community Creates Loyalty:** Belonging builds commitment.

Inspire & Empower

Discussion Prompts

- How can brands build authentic communities?
- What campaigns have inspired you to act?

How will you apply these lessons to your own strategy?

From Awareness to Loyalty — How will you guide the journey?

Conclusion and Key Takeaways

Role in Consumer Journey

Social media shapes all stages of consumer decisions from awareness to post-purchase loyalty.

Psychological Triggers

Triggers like social proof, FOMO, and personalization enhance social media's effectiveness in marketing.

Relationship Building Tool

Social media's true power lies in **connection**, it should be viewed as a **relationship-building tool** guiding consumers from passive scrolling to purposeful action.

Thank You

From Scroll to Action

Social Media Influence in the Consumer Decision-Making Journey.

"Social media's true power lies in connection — transforming passive scrolling into purposeful action."

— From Awareness to Loyalty — Building Relationships that Matter. —

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Acknowledgement

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