**UHLB2122: READING REFLECTION (20%)**

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**TOPIC: The Impact of Social Media on Businesses and Consumer Habit**

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**TITLE OF ARTICLE 1: Impact of Social Media on Consumer Behaviour**

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| **Reference (APA format)** | Sumerson, J. (2013). Click HERE to Learn More About Online Consumer BehaviorClick HERE to Learn More About Online Consumer Behavior. Psyccritiques, 5858(1111). <https://doi.org/10.1037/a0030983> |
| **Source** | [**https://www.routledge.com/Online-Consumer-Behavior-Theory-and-Research-in-Social-Media-Advertising/Scheinbaum/p/book/9781138107557**](https://www.routledge.com/Online-Consumer-Behavior-Theory-and-Research-in-Social-Media-Advertising/Scheinbaum/p/book/9781138107557) |
| **Main Arguments/ ideas** | List all the main ideas from the article.   * Social media is affecting consumer decision process * Social media had a cheaper price and offer when selling goods which influence consumer’s behaviour * Social media is a good platform to influence consumer behaviour. * Selling goods in social media is safer which makes consumers prefer to buy goods in social media. * Social media is a good platform to make demonstrations which influence consumer’s behaviour. |

**TITLE OF ARTICLE 2: Social Media Adoption, Usage And Impact In Business-To-Business (B2B) Context: A State-Of-The-Art Literature Review**

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| **Reference (APA format)** | Dwivedi, Y.K., Ismagilova, E., Rana, N.P. *et al.* Social Media Adoption, Usage And Impact In Business-To-Business (B2B) Context: A State-Of-The-Art Literature Review. *Inf Syst Front* (2021). https://doi-org.ezproxy.utm.my/10.1007/s10796-021-10106-y |
| **Source** | [**https://link-springer-com.ezproxy.utm.my/article/10.1007/s10796-021-10106-y**](https://link-springer-com.ezproxy.utm.my/article/10.1007/s10796-021-10106-y) |
| **Main Arguments/ ideas** | List specific points from the article which support the author’s stance on the issue.   * Study the marketing strategy of current business company and the effectiveness of social media in this modern era * Use of social media by company have produce a positive effect on evaluating their business in an easier way. * A comprehensive review of literature on social media within business to business company. * Inaccurate use of B2B companies has brought a negative effect to company reputation. * Facebook, Instagram, Twitter and YouTube are the most famous social media platforms used by current company to advertise and attract consumers and purchase their product. |

**Instruction: Write a reflection of both articles in ONE PARAGRAPH in between 400 and 500 words.**

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| **My reflection** | **Write a reflection which demonstrates conscious and thorough understanding of the subject matter (Answer ALL the questions below):**  a.      What connections can you make between the first article and the second article?  b.      Based on the two articles you have read, what are the similarities & differences you can find on the topic? Identify the perspective, issue, argument, and/or idea(s) from both articles.  c.      Are any generalisations being made? Are these generalisations reasonable here?  d.      What is your evaluation of both articles? Evaluate based on their significance, usefulness, importance, strengths in preparing your academic paper. Give reason(s)/ justification(s) for your evaluation.  e.      What are the specific and convincing examples to support your claims?    **READING REFLECTION:**           The first article is a study about impact of social media on consumers while the second article is a study about impact of social media in businesses. The connection that can be made is that both articles are discussing how strong social media is affecting both business and consumer fields. Both articles mostly give positive reviews about social media and the benefits of social media. Next, Based on the two articles that we had read, the similarities between these two articles are that both articles discuss that social media is the new strategy in business as social media are a place of information gathered so as the fake news. Both articles also discuss that social media is a platform to advertise products via Facebook or Youtube as these places can attract millions of pairs of eyes every second. The difference between these two articles is that the first article mostly discusses social media within consumers and the second article discusses the impact of social media mainly in businesses. The second article also discusses fake negative reviews will destroy some companies reputation but the first article discusses that positive rating or review will make a consumer feel safe. In generalisation, social media had gave mankind huge changes. If businesses do not operate via social media they will be left out and hard to continue to grow their businesses. Generally, more and more people using social media as that’s the place which people gather and stay connected. Social media had become a platform for advertising and businesses. It is obvious that these generalisation is reasonable. Besides, both articles emphasize that social media is a good platform to improve business. However, in the second article the author states the negative effect of inappropriate use of social media. Negative impact includes customer dissatisfaction, spreads of misinformation and company reputation. In my opinion, the comparison between pros and cons can provide a better evaluation and improve the usefulness of the article. The first article states that social media affects the consumer’s decision strongly. Besides, the second article also states the ways to maximize the positive outcome using social media marketing.  Some of the companies still prefer traditional ways to sell products due to the slow adoption rate of marketing. In conclusion, both articles play a significant role in completing this academic paper. The main ideas presented are very clear and all the information have supporting details which are related to our topic. For example, the first article provides information on social media usage in this generation and the effectiveness of each social media platform in changing consumer’s habit. On the other hand, the second article clearly states the type of social media strategy used by some companies and the implementation of social media by companies to improve customer satisfaction. Furthermore, social media usage helps companies to understand more about customers and their competitors. Hence, both of the articles provide complete data and analysis which bring a large advantage in preparing this report. |