**RESPONDING TO READING ACTIVITY**

**NAME: LOW JUNYI**

**THESIS STATEMENT:** **The Development of Social Media Introduced A New Stream of Commercial Opportunities in Business and Changed Consumers’ Purchasing Habits.**

**Read one article based on your research topic/ thesis and complete the following table.**

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

**URL:** [**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)

**Reading Response Table**

|  |  |  |
| --- | --- | --- |
| WHAT?  The information/ idea presented | HOW?  My response to the information/ idea | WHY?  Evidence to support my response |
| Social media is affecting consumer decision process | Strongly agree with | The main reason businesses doing its expensive advertisement is to affect consumer decision process. |
| Social media had a cheaper price and offer when selling goods which influence consumer’s behaviour | It is very true & acceptable | As currently selling goods in social media do not need a shop or lot to sell, thus the e-businessman can save the cost of rental and decrease the price of the goods. |
| Social media is a good platform for influence consumer behaviour. | It is very significant | When most of the people using a product ‘X’ and post it to the social media, product ‘X’ will become a trend which made social media a strong influence platform. |
| Selling goods in social media is safer which make consumer prefer to buy goods in social media. | It is very obvious and clear | When selling things in social media, consumers can ask in details and can apply for refund or even giving a rating to the e-businessman. Thus, the irresponsible businessman will avoid selling in social media which made social media safer. |
| Social media is a good platform to make demonstration which influence consumer’s behaviour. | Strongly agree | This is because most of the consumer do not buy a new product because they don’t want to be tester or a ‘lab mouse’. Thus, many company will demonstrate their product quality via social media |

**WHAT? - What idea is presented?**

What is important / necessary / central from the text?

What does the author say?

What does the author mean?

**HOW? – How do I feel about it?**

Do I agree/ disagree?

Is it significant / insignificant?

Is this true/ acceptable?

Is the author being fair/biased?

**WHY? – Why do I feel this way?**

**Provide reasons for your response (it can be based on your personal experience/ background knowledge/ other research/ articles/ statistics)**

Why do I agree/ disagree?

Why is this idea significant/ insignificant?

Why is this true/ acceptable?

Why do I think the author is fair/biased?