

**UHBL2122-42 ACADEMIC COMMUNICATION SKILLS**

**20202021/2**

**OUTLINE**

**LECTURER’S NAME:**

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**DATE OF SUBMISSION: 29/5/2021**

**TOPIC: THE IMPACTS OF SOCIAL MEDIA ON BUSINESSES AND CONSUMER HABITS**

**INTRODUCTORY PARAGRAPH**

**Opening Statement/ Hook:** Social media is technology that helps human interaction and it becomes an important tool in various fields including e-commerce.

**General Statements about the issue:**

1. According to Global Web Index, it is found that almost 97% of online adult users have at least one social media account and people spend time on social networks and messaging to communicate with their friends and get the latest information (Tobon, 2021).
2. Social media has promoted the development of user-generated content, a global community, and the feedback or suggestion by consumers (Voramontri & Klieb, 2019).
3. Social media has already been illustrated to open a wide range of new opportunities for the business sector by providing the features that encourage interaction, innovation and collaboration between various parties (Jussila, 2011).

**THESIS STATEMENT:**

The development of social media introduced a new stream of commercial opportunities in businesses and also changed consumers' purchasing habits.

**BODY PARAGRAPH**

**Main Idea 1: Social media has changed the marketing strategy of businesses.**

* Social media has played a role in the variety marketing area to help brands such as Prada, Louis Vuitton and Gucci to promote high end products (Forbes, 2013).
* Most of the companies have the ability to utilize various platforms of social media such as Facebook, Twitter and LinkedIn to engage more customers as these social media had billions of users as of first quarters of 2021 (Mahoney, 2016).
* Social media has been used as a platform to advertise products by engaging users and providing useful information about the products or even developing relationships with consumers.

**Main Idea 2: Social media has caused development of consumers' behaviours.**

* People tend to make a different decision after they look at reviews and news articles of the product (Forbes, 2013).
* Consumers use social media to decide what to buy or to know more about new products. This is because social media has immediate access to information at consumer’s convenience whenever and wherever they want to buy. Social media has proved their great abilities especially in marketing.
* Social media helps consumers to have more options and comparisons to choose from and this will affect consumer’s decision making (Voramontri & Klieb, 2019).

**Main Idea 3: Social media leading to the increase of consumers ' intention to buy via social media.**

* Online purchase is time and petrol saving as consumers can obtain various product prices through social media easily without going to each store physically.
* Most of the online shops provide better prices and huge discounts during different festivals. They organize rewards programs and deals-finding extensions such as Pricescount to ensure consumers obtain more savings and attract consumers interests.
* Online shopping through social media avoids crowded areas to minimize the potential of getting infected by COVID-19. According to the Amazon Advertising Report (2021), 60% consumers shop Amazon more frequently during the pandemic (Boice, 2021).

**Main Idea 4: Social media introduces development of social commerce.**

* Social media has developed a new stream in e-commerce as it provides a platform such as Shopee or Lazada to enable social interaction among consumers and between consumers and companies.
* Social commerce is not only making connections and sharing information with people all around the world, but also letting users communicate with professionals from various businesses thus, providing different values for both businessmen and consumers (Agarwal, 2018).
* The interconnectivity of consumers through social media such as shared information, created web content or reviews is likely to establish trust in e-commerce and increase reliability of products which significantly affects intention to buy (Hajli, 2014).

**CONCLUSION**

**Restate thesis :** We strongly agree that social media has introduced a new stream of commercial opportunities in business and also changed consumers' purchasing habits which positively impacts the development of e-commerce.

**Summarize points :** The development of social media is making a revolution of business from traditional ways to innovative ways as it has introduced a new stream of commercial opportunities in business. Social media allows innovative and creative marketing strategies to target consumers. Besides, the development of social commerce maximizes the efficiency of social media to increase trust between companies and consumers. Social media has also changed the consumers’ purchasing behavior as it provides reliable information on choosing better products. Furthermore, the convenience of social media increases the intention of consumers to purchase online.

**Suggestions/ recommendations/ prediction**

* Although social media provides a wide range of advantages, there are still some risks associated with these platforms such as scam. Thus, users should pay attention and learn how to protect themselves from becoming the victims.
* Social media is a platform for businessmen and also for scammers. Consumers should increase their awareness as scammers will figure out different tactics to cheat the consumers.
* Businessmen should follow commercial morality while using social media as a platform to manage their business.

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**UHLB2122- OUTLINE (15%) MARKING SCHEME**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **EXCELLENT**  **(7-8 marks)** | **GOOD**  **(5-6 marks)** | **AVERAGE**  **(3-4 marks)** | **POOR**  **(0-2 mark)** |
| **CONTENT**  **(8 marks)**  **7.5** | * Can provide a very clear outline, well-structured texts of complex subjects, highlighting only the relevant main issues. * Can develop very clear and systematic arguments with very relevant and appropriate supporting details. * Can provide very relevant examples, and round off with critical evaluation and conclusion. | * Can provide a clear outline, well-structured texts of complex subjects, highlighting some relevant main issues. * Can develop clear arguments systematically with relevant and appropriate supporting details. * Can provide relevant examples, and round off with some critical evaluation and conclusion. | * Can provide a generally clear outline, well-structured texts of complex subjects, highlighting few relevant main issues. * Can develop almost vague arguments quite systematically with some relevant and appropriate supporting details. * Can provide somewhat relevant examples, and round off with somewhat critical evaluation and conclusion. | * Can hardly provide a clear outline, well-structured texts of complex subjects, with no main issues highlighted. * Can hardly develop clear and systematic arguments with any relevant and appropriate supporting details. * Can hardly provide relevant examples, and cannot round off with critical evaluation and conclusion. |
|  | **EXCELLENT**  **(4-5 marks)** | **GOOD**  **(2.5-3.5 marks)** | **AVERAGE**  **(1- 2 marks)** | **POOR**  **(0-0.5 mark)** |
| **LANGUAGE**  **(5 marks)**  **4** | * Can compose a very clear, organised outline using a wide range of appropriate vocabulary and sentence structures. * Can very successfully summarize/ paraphrase key information from referred sources. | * Can compose a clear, organised outline using a good range of appropriate vocabulary and sentence structures. * Can successfully summarize/ paraphrase key information from referred sources. | * Can compose a quite clear, organised outline using a satisfactory range of appropriate vocabulary and sentence structures. * Can quite successfully summarize/ paraphrase key information from referred sources. | * Can compose an outline but having a limited range of appropriate vocabulary & sentence structures. * Can hardly summarize/ paraphrase key information from referred sources. |
|  | **EXCELLENT**  **(2 marks)** | **GOOD**  **(1.5 marks)** | **AVERAGE**  **(1 mark)** | **POOR**  **(0.5 mark)** |
| **FORMAT**  **(2 marks)**  **2** | * Can follow the format of an outline very successfully * Can very appropriately use the mechanics of an outline | * Can follow the format of an outline successfully * Can appropriately use the mechanics of an outline | * Can follow the format of an outline moderately * Can somewhat appropriately use the mechanics of an outline | * Can hardly follow the format of an outline * Can hardly use the mechanics of an outline |
| **TOTAL** | **14** | | | |

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