

Winning Consumers and Influencing Them Using Social Media: A Cross Generational Impact Case Study

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Abstract : The use of social media is continuing to grow and is now widely used for product and service advertising. This research investigated the social media usage across all age ranges in the United Kingdom to determine the impact on purchasing habits. A questionnaire was distributed to people of different ages and with different experiences of social media usage. The results showed that Facebook continues to be the most popular social media network. Respondents in the younger age group were more likely to be influenced by brand marketing and advertising, but the study concluded that celebrity endorsements had little or no influence.

Keywords : social media advertising, social networking sites, electronic word of mouth, celebrity endorsements

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