

Marketing Research Seminar Series | Department of Marketing | WU Vienna

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Intended and Unintended Consequences of Consumer Use of Social Media

Social media use continues to rise around the world and platforms such as Facebook, Instagram, and Twitter are more popular than ever before. Given that billions of people around the world regularly use social media, in its various forms on a multitude of platforms, it is worth considering how people *consume* this form of communication and, critically, what it does to them. In this talk, various consequences of consumer social media use will be considered, drawing on a series of research projects conducted over the last few years as well as ongoing work. Some of these consequences are intended and desired by marketers, and some are unintended and might lead to adverse outcomes for both marketers and consumers alike. Consequences of consumer social media use covered in this talk include: (1) How social media affects consumer psychology, specifically self esteem and self control; (2) The impact of social media use on online shopping behaviors and the consumer “shopping mindset”; (3) The impact of social sharing of products on offline consumption; and (4) The links between social media use and psychological, physiological, and economic dimensions of consumer well being. Implications for marketing practice and public policy will be discussed.