

Good morning, everyone. Today, we will be analyzing the impact of social media on consumer behavior.

First, let's look at some key statistics. Recent studies show that 74% of consumers rely on social media to guide their purchasing decisions. This highlights the platform's growing influence.

Next, we examine the factors driving this trend. Influencers play a significant role by providing trusted recommendations. Additionally, targeted advertising allows brands to reach specific demographics effectively.

We also identified challenges, such as the spread of misinformation and privacy concerns. These issues can negatively affect consumer trust.

In conclusion, while social media presents opportunities for businesses, it is essential to address its challenges to maintain consumer confidence. Thank you for your attention, and we welcome any questions you may have.