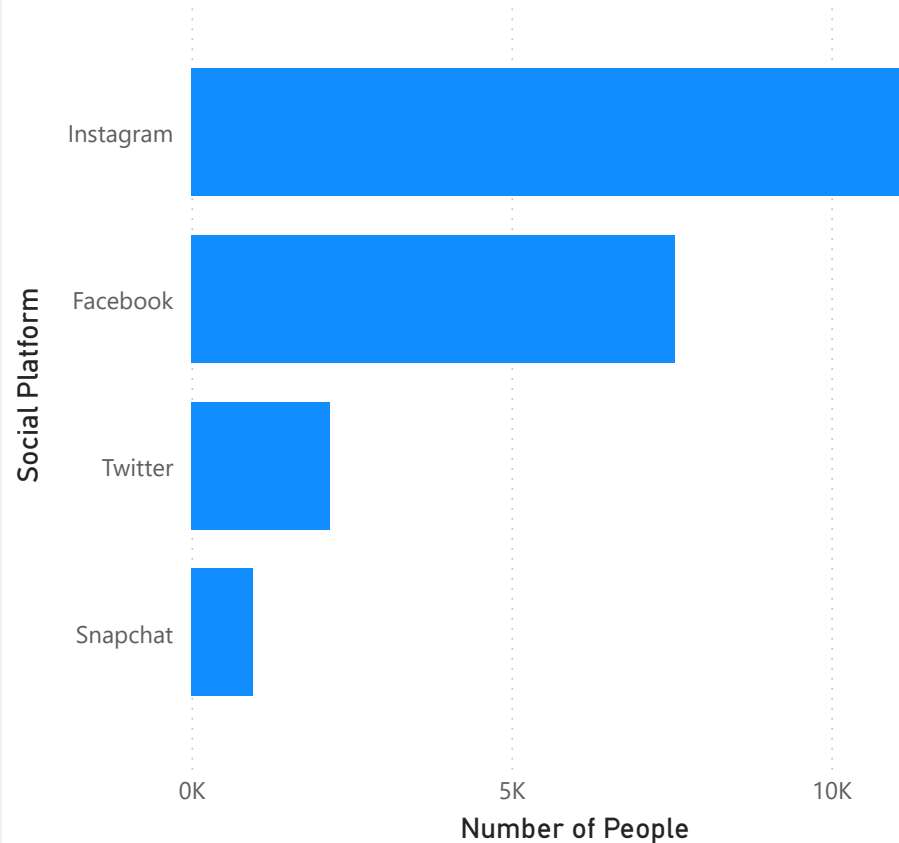


What Social Platform has influenced your online shopping most?

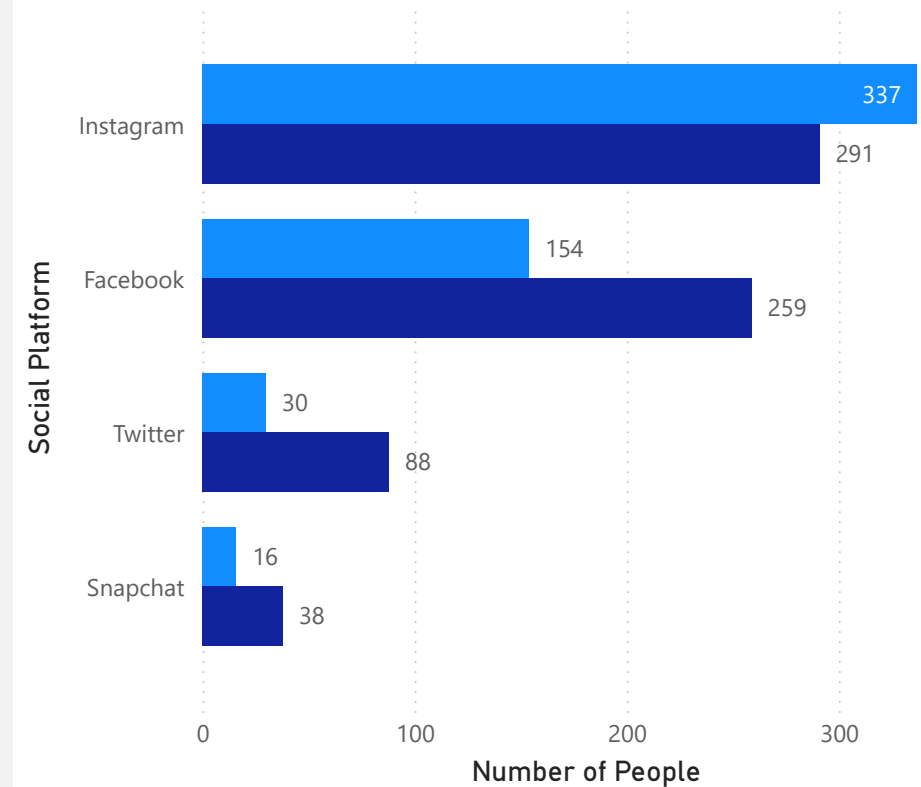
Most Influential platforms for online shopping (removed none)



Instagram followed by Facebook seems to affect the purchase decisions for most people across all platforms. Snapchat has the least influence in consumer purchase decisions.

Platform Influence on online shopping Male Vs Female

Segment Descript... ● Female voters ● Male voters



Female consumers primarily influenced by Instagram in their purchase decisions while Male consumers are influenced by all platforms proportionately.

Platform Influence on online shopping across Jobs and Vote preferences

