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SOCIAL NETWORKING AND SHOPPING

By Jim Hummel



Posted: Nov 26, 2009 5:38 PM Updated: Nov 27, 2009 3:01 PM

At Lafayette's Best Buy shoppers lined up starting at 10:30 p.m. Wednesday night, hoping to be the first to take advantage of Black Friday deals.

"There are really good deals on T.V.'s, laptops too, it wasn't [anything] like this last year," said Ben Leblanc, who pitched a tent in front of the store.

The dozen or so people in queue aren't exactly roughing it. Several brought big-screen T.V.'s with movies and video games to help them pass the time. But mother nature hasn't

been much of a help.

"Ah it was cold, we were trying to get in the sun, but the sign's kind of blocking it a little bit, so we're just trying keep as warm as we can," Leblanc said.

If you're not up for braving the elements, there are still ways to save this holiday season. Savings can also be found through social networking sites like Twitter or Facebook all from the comfort of your own home.

"So what the companies are going to do is during the holidays, they're offering discounts or coupons on those sites itself," said marketing professor Ramendra Thakur of University of Louisiana at Lafayette.

Dr. Thakur is conducting research on the retail impacts of social networking. Thakur has found about 19% of consumers will use sites like Facebook or Twitter to either research or purchase gifts. He says joining these sites and becoming friends or followers of your favorite retailers is a great way to save money.

Jim Hummel

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