

## The Impact of Social Media on Facilitating Communication In The Process of Trade\*

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### Abstract

The article reveals nature and importance of social media, such as Facebook, Instagram and Twitter. It is indicated that these social networks ensure the process of providing services for the purchase and sale of any goods. It is argued that marketing communication in social networks makes a particular impact on attraction of clients to the processes of “purchase and sale”. The methods of economic and mathematic modelling to determine a dependence of the relations between the processes of purchase and search in such social networks as Facebook, Twitter and Instagram were used in the paper. Scientific novelty of the research is in developing of a model of exponential dependence of a purchase on the search in Facebook in Ukraine and power dependence of a purchase on the search in Instagram in the world. They supply calculations of the forecasted indices of growth of the number of purchases through social networks. The proposed calculations are necessary for modern enterprises that implement services through social networks Facebook, Twitter and Instagram in order to maximize the needs of consumers. The purpose of the article is to provide the need to use social networks Facebook, Twitter, Instagram in different countries of the world for the process of buying and selling by using model of a power law of a purchase, depending on the search in Instagram in the and world Linear econometric model of dependence of purchase on search in Facebook in the world. Investigated by the authors of the article.

**Keywords:** purchase and sale of products, Facebook, Twitter, Instagram, social networks, marketing communications.