

A Study on E-Commerce and Social Commerce Influencing Consumer Behaviour in The Digital Era

Ms. Seri Lalitha Devi

Student, Department of BBA (Second Year)

Villa Marie Degree College for Women, Somajiguda, Hyderabad

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Abstract—The rapid expansion of digital technologies has significantly transformed consumer purchasing behaviour. The emergence of e-commerce and social commerce has provided consumers with convenient, interactive, and accessible platforms for buying goods and services. This study aims to analyse consumer behaviour towards e-commerce and social commerce in the digital era using primary data collected through a structured questionnaire. The survey was administered to consumers who actively use online shopping platforms and social media applications, and a total of 102 respondents participated in the study. The study focuses on understanding consumer preferences, frequency of online purchases, influence of social media, role of online reviews, and trust factors affecting buying decisions. The collected data was analysed using simple statistical techniques such as percentage analysis and graphical representation to interpret consumer responses effectively. The findings highlight the increasing dependence of consumers on digital platforms and the growing impact of social media in shaping purchasing decisions, providing valuable insights for marketers and businesses to design effective digital marketing strategies and enhance customer engagement in the competitive online marketplace.

Index Terms—E-commerce, Social Commerce, Consumer Behaviour, Digital Marketing, Online Shopping.

I. INTRODUCTION

The digital revolution has brought significant changes in the way consumers interact with markets and make purchasing decisions. With the rapid growth of the internet, smartphones, and digital payment systems, online shopping has become an integral part of everyday life. E-commerce platforms have enabled consumers to access a wide variety of products,

compare prices, and make purchases conveniently without geographical limitations.

In recent years, social commerce has emerged as an extension of traditional e-commerce. Social media platforms such as Instagram, Facebook, and YouTube have evolved from communication tools into powerful commercial channels. Consumers are increasingly influenced by social media advertisements, influencer promotions, peer recommendations, and online reviews while making purchase decisions. This shift has transformed consumer behaviour from traditional offline buying to digitally driven purchasing patterns.

Understanding consumer behaviour in the digital era is essential for businesses to develop effective marketing strategies and enhance customer engagement. Factors such as convenience, trust, perceived risk, social influence, and ease of use play a crucial role in shaping online buying behaviour. Therefore, analysing how consumers respond to e-commerce and social commerce platforms provides valuable insights into modern purchasing trends.

This study attempts to examine consumer behaviour towards e-commerce and social commerce using primary data collected through a structured questionnaire. The study focuses on identifying consumer preferences, frequency of online purchases, influence of social media, and the role of online reviews in shaping buying decisions in the digital environment.

II. LITERATURE REVIEW

Davis (1989) – explained that perceived usefulness and ease of use determine whether people adopt new technology. Convenience and time saving increase intention to use online platforms. The model clarifies why consumers shift from offline to online shopping.

Gefen, Karahanna& Straub (2003) – The authors’ found trust is the most important factor in online purchasing decisions. Repeated usage of websites reduces uncertainty and increases confidence. Consumers buy more when they feel the platform is reliable.

Hajli (2015) – observed that reviews, ratings and peer communication strongly influence buying behaviour. Social interaction reduces perceived risk in online purchases. Customers depend more on other users than advertisements.

Kim & Park (2013) – Their study showed social media engagement improves customer satisfaction and loyalty. Interactive communication strengthens the relationship between brand and consumer. Higher engagement leads to repeated purchases.

Chiu et al. (2014) – The researchers concluded satisfaction and perceived value drive continued online shopping. Security assurance encourages long-term usage behaviour. Positive experience converts first-time buyers into regular customers.

Sharma & Crossler (2014) – They found privacy risk discourages online transactions among users. Secure payment systems increase trust and adoption of digital commerce. Familiarity with technology reduces security anxiety.

III. OBJECTIVES OF THE STUDY

1. To study consumer behaviour towards e-commerce and social commerce in the digital era.
2. To analyse the frequency and pattern of online shopping among consumers.
3. To examine the influence of social media platforms on purchase decisions.
4. To understand the role of online reviews and ratings in consumer buying behaviour.
5. To identify the factors affecting trust and preference for online shopping platforms.

IV. RESEARCH METHODOLOGY

The present study is descriptive in nature and is based on primary data collected to analyse consumer behaviour towards e-commerce and social commerce

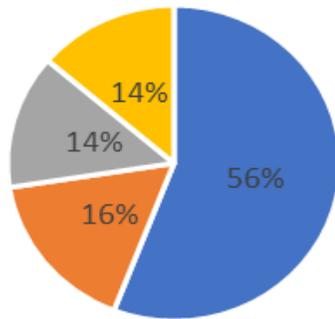
platforms. A structured questionnaire was designed and circulated among consumers through online platforms to gather relevant information regarding their online shopping habits and the influence of social media on purchase decisions. The respondents included individuals from different age groups who actively engage in online purchasing activities. The total sample size for the study was 102 respondents. A convenience sampling method was adopted for the study due to time and accessibility constraints. The data collected through the questionnaire was compiled, coded, and analysed using statistical tools such as percentage analysis, graphical representation, and One-Sample t-Test. Tables and charts were used to interpret the responses clearly and to understand consumer preferences, behavioural patterns, and influencing factors affecting online shopping decisions. Secondary data was also referred from journals, websites, and research articles to support the study.

V. DATA VISUALIZATION AND INTERPRETATION

Chart 1: Age Distribution of Respondents

	AGE	SHOPPING BEHAVIOUR
Mean	1.852941	1.475247525
Variance	1.235585	0.251881188
Observation	102	101
Hypothesized Mean Difference	0	
df	141	
t Stat	3.125017	
P(T≤t) one-tail	0.00108	
t Critical one-tail	1.655732	
P(T≤t) two-tail	0.002159	
t Critical two-tail	1.976931	

AGE DISTRIBUTION



■ 18-25 ■ 26-35 ■ 36-45 ■ Above 45

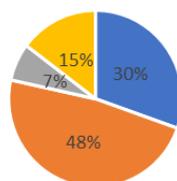
Interpretation

The sample t-test shows a calculated t-value of 3.125, which is greater than the critical t-value (1.976) at the 5% significance level. The two-tailed p-value (0.002) is less than 0.05, indicating that the difference between the mean values of age categories is statistically significant. Therefore, the null hypothesis of no significant difference is rejected. This suggests that age plays a significant role in influencing consumer behaviour towards online shopping among the respondents.

Chart 2: Online Shopping Frequency

Online Shopping Frequency	
Mean	2.941
Variance	0.967
Observations	102
Hypothesized Mean Difference	2.5
Df	101
t stat	4.532
P(T≤t) one-tail	0.000008
t Critical one-tail	1.66
P(T≤t) two-tail	0.000016
t Critical two-tail	1.98

ONLINE SHOPPING FREQUENCY



■ Very frequently ■ Occasionally ■ Only during offers ■ Rarely

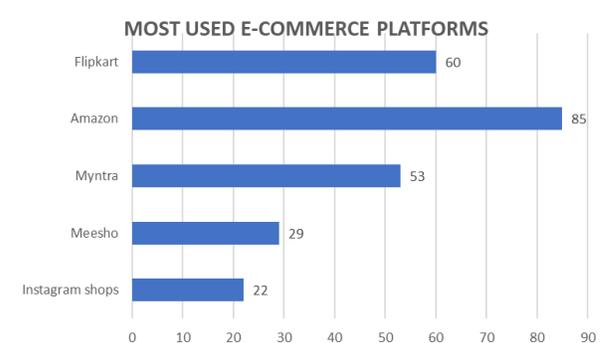
t-Test: One Sample (Test Value = 2.5)

Interpretation

The mean value of online shopping frequency is 2.941, which is higher than the test value of 2.5. The calculated t-statistic ($t = 4.532$) with a p-value ($p = 0.000016$) is less than 0.05, indicating a statistically significant difference. This shows that respondents engage in online shopping more frequently than the average level.

Chart 3: Most Used E-Commerce Platforms

Platform Usage	
Mean	2.441
Variance	1.536
Observations	102
Hypothesized Mean Difference	2.5
Df	101
t stat	-0.479
P(T≤t) one-tail	0.316
t Critical one-tail	1.66
P(T≤t) two-tail	0.633
t Critical two-tail	1.98



t-Test: One Sample (Test Value = 2.5)

Interpretation

The mean platform usage score is 2.441, which is close to the test value of 2.5. The calculated t-value ($t = -0.479$) with a p-value ($p = 0.633$) is greater than 0.05, indicating no statistically significant difference. This suggests that respondents use multiple e-commerce platforms rather than showing strong dependence on a single platform.

Interpretation

The mean satisfaction level is 3.951, which is considerably higher than the neutral value of 3. The calculated t-value ($t = 13.824$) with a p-value much less than 0.05 confirms a statistically significant difference. This indicates a high level of consumer satisfaction with online shopping platforms.

VI. FINDINGS OF THE STUDY

- The study shows significant participation of young consumers in online shopping activities.
- Online shopping frequency is significantly higher than the average level, indicating regular engagement in digital purchasing.
- Consumers use multiple e-commerce platforms, showing no significant dominance of a single platform.
- Convenience, discounts, and time-saving factors significantly influence online purchase decisions.
- Social media has a moderate influence on consumer buying behaviour.
- Social media significantly influences consumer buying behaviour and purchase intention.
- Consumers exhibit a significantly high level of satisfaction towards online shopping platforms.

VII. CONCLUSION

The study concludes that e-commerce and social commerce platforms have significantly influenced consumer buying behaviour in the digital era. The findings indicate that consumers frequently engage in online shopping due to convenience, availability of products, attractive offers, and time-saving benefits. Social media platforms also play an important role in shaping purchase decisions by increasing product awareness and influencing consumer preferences.

The analysis further shows that consumers exhibit a high level of satisfaction with online shopping experiences, reflecting growing trust and acceptance of digital platforms. Overall, the study highlights that technological advancement and social media integration have transformed traditional purchasing patterns, making online shopping an essential part of modern consumer lifestyle.

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