



Social Media Consumer Behaviour

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ABSTRACT

Social media has transformed the relationship between consumers, brands and marketplaces. Consumers no longer participate only as passive recipients of marketing messages; they search for information, compare alternatives, read reviews, create content, communicate with brands, recommend products and increasingly participate in social commerce. This research paper examines social media consumer behaviour with particular attention to platform usage, information search, consumer engagement, electronic word-of-mouth, trust, perceived value, advertising exposure and purchase intention. The paper integrates insights from the literature on social commerce, consumer engagement and digital marketing and develops a structured research framework for examining how social media stimuli influence consumer responses. The methodology proposes a quantitative, descriptive and analytical research design using a structured questionnaire, supported by secondary literature. For demonstration of the proposed analytical approach, an illustrative dataset of 100 respondents is used in the Results and Discussion section; these figures are explicitly presented as model results and should be replaced with actual field data before submission as an empirical study. The analysis framework includes frequency and percentage analysis, weighted mean scores, reliability testing, correlation. The discussion indicates how platform characteristics, social interaction, perceived usefulness, trust, peer recommendations and promotional content can shape consumer attitudes and behavioural intentions. The paper also identifies research gaps related to platform-specific behaviour, short-form video, influencer credibility, privacy, algorithmic personalization, social commerce and differences across demographic groups. The study concludes that social media consumer behaviour is multidimensional and should be understood as an interaction among information, social influence, technology, emotions and perceived commercial value.

Keywords: Social media, consumer behaviour, social commerce, consumer engagement, purchase intention, trust, electronic word-of-mouth, digital marketing, social networking, online consumer.

1. INTRODUCTION

1.1 Background of the Study

The rapid expansion of social networking platforms has changed the way consumers obtain information, evaluate products and communicate with businesses. Traditional marketing generally followed a one-way communication pattern in which organizations designed messages and distributed them through television, print, radio, outdoor media or direct channels. Social media has created a more interactive environment in which consumers can



respond publicly, share experiences, create content and influence the perceptions of other consumers. Consequently, the consumer is simultaneously an audience member, information seeker, reviewer, participant and content creator.

The concept of social commerce illustrates this transformation particularly clearly. Social commerce combines social interaction with commercial activity and uses social networking environments, user-generated content and online communities to support purchase-related decisions. A major literature review describes social commerce as involving social media and commercial activities and emphasizes that reviews, social support and user-generated information can contribute to consumer decision-making.

Consumer behaviour on social media is not limited to the final purchase. It includes a sequence of activities: discovering a product, noticing advertising or influencer content, searching for additional information, comparing alternatives, reading reviews, communicating with peers, visiting a seller's page, purchasing, posting an experience and potentially recommending the product to others. This extended process means that marketing outcomes cannot be understood only through sales figures. Engagement, trust, advocacy, content creation and post-purchase interaction are also important outcomes.

Academic research has increasingly examined these behaviours. A systematic review of social commerce research identified the Stimulus-Organism-Response framework as a useful way of understanding how environmental and platform stimuli can affect consumers' internal perceptions and subsequent behavioural responses. Similarly, research on social media brand communities has shown that consumer engagement has been conceptualized through attitudinal, behavioural and motivational dimensions, demonstrating that engagement is broader than a simple measure of likes or comments.

1.2 Meaning of Social Media Consumer

For the purpose of this paper, a social media consumer refers to an individual who uses social networking or social-content platforms for one or more consumer-related activities, including information search, product discovery, interaction with brands, evaluation of alternatives, purchase, review, recommendation or content creation. The term therefore includes both consumers who buy through social commerce features and consumers who use social media as an information or influence environment before purchasing elsewhere.

1.3 Evolution of Consumer Behaviour in Digital Environments

The development of digital consumer behaviour can be understood in several stages. Early electronic commerce primarily moved product catalogues and transactions online. Web 2.0 then introduced greater participation through reviews, communities and user-generated content. Social networking subsequently made interpersonal influence and public interaction central to online consumption. Mobile technologies and algorithmic recommendation have further reduced the separation between entertainment, communication and commerce. Consumers may now encounter a product while watching a short video, inspect comments, visit a creator's profile, compare prices, read reviews and complete a purchase within a highly connected sequence.



1.4 Importance of the Study

Understanding social media consumers is important for researchers, businesses, policymakers and consumers. Businesses need to understand why people engage with some content and ignore other content. Researchers need models that integrate technology, social influence, trust and marketing stimuli. Consumers need greater awareness of how reviews, recommendations, sponsored content and personalized feeds can affect decisions. The subject is therefore relevant to marketing, information systems, consumer psychology, communication and digital commerce.

1.5 Problem Statement

Although social media provides organizations with extensive opportunities for communication and engagement, consumer responses remain heterogeneous. The same promotional message may produce a purchase for one consumer, information search for another and avoidance for a third. Research has also reported differences in engagement behaviour across social media contexts, including differences among consumption, contribution and creation behaviours. This creates a need for an integrated examination of the factors associated with social media consumer behaviour.

1.6 Objectives of the Study

1. To examine the patterns of social media usage among consumers.
2. To identify the major factors influencing consumers' interaction with social media marketing content.
3. To examine the role of information quality, trust, perceived usefulness and social influence in consumer decision-making.

1.7 Research Questions

- What are the principal patterns of consumer use of social media?
- Which social media factors most strongly influence consumer engagement?
- How do trust, perceived value and social interaction relate to purchase intention?

2. REVIEW OF LITERATURE

2.1 Conceptual Foundations

Social media consumer research draws on several established perspectives. The Technology Acceptance Model emphasizes perceived usefulness and perceived ease of use in technology adoption. The Theory of Reasoned Action and Theory of Planned Behaviour explain behavioural intentions through attitudes, social influence and perceived control. Uses and Gratifications Theory focuses on the motives that lead individuals to select and use media. Social Influence Theory emphasizes the effect of other people and groups. The Stimulus-Organism-Response model provides a particularly useful structure for social commerce because platform stimuli may affect internal states such as trust, perceived value or enjoyment, which in turn may influence behavioural responses.

2.2 Consumer Behaviour in Social Commerce

Zhang and colleagues' literature review argued that social commerce research was fragmented and proposed an integrative framework drawing on the Stimulus-Organism-



Response model and the five-stage consumer decision-making process. The review highlighted online reviews, social support and user-generated content as important elements in consumer decision-making.

A later meta-analysis examined consumer behaviour in social commerce and found that the literature contains variation in findings and theoretical approaches. The study specifically examined multidimensional trust and consumer decision-making stages, illustrating the importance of distinguishing different forms and stages of consumer response rather than treating social commerce behaviour as a single outcome.

2.3 Consumer Engagement

Consumer engagement describes the degree and nature of consumers' cognitive, emotional and behavioural involvement with brands, content or communities. Engagement can include viewing content, clicking, liking, commenting, sharing, saving, participating in discussions, creating content and advocating for a brand. A review of 50 articles on consumer engagement in social media brand communities found considerable variation in definitions, dimensions and measurement approaches. The review identified Uses and Gratifications Theory and Social Identification Theory among the frequently used theoretical foundations.

Research also suggests that engagement differs according to social media context. Some consumers primarily consume content without publicly interacting, while others contribute comments or create original content. This distinction is important because a low number of visible interactions does not necessarily mean that consumers are unaffected by social media content.

2.4 Social Interaction and Perceived Value

Social interaction is a central characteristic of social media consumption. Consumers may seek opinions from friends, relatives, creators, communities or other buyers. Empirical research on customer engagement in social commerce has reported significant roles for social interaction, technological factors, motivational factors and perceived value, with perceived value and social interaction identified as particularly important in that study

2.5 Electronic Word-of-Mouth and Online Reviews

Electronic word-of-mouth refers to consumer-generated opinions, recommendations, complaints, ratings and experiences distributed through digital channels. Unlike traditional word-of-mouth, electronic word-of-mouth can remain visible to large numbers of consumers and can be encountered before, during or after purchase. Reviews can reduce information uncertainty, help consumers compare alternatives and provide social proof. However, consumers may also face fake reviews, selective reviews, incentivized content or biased recommendations. Consequently, the perceived credibility of information becomes an important determinant of its influence.

2.6 Trust in Social Media Commerce

Trust is particularly important when consumers must make decisions in environments characterized by information asymmetry. Consumers may need to trust the seller, payment process, platform, reviewer, influencer or information source. Trust can reduce perceived risk and make consumers more willing to provide information, interact with brands and consider



purchase. The meta-analysis by Mou and Benyoucef specifically examined multidimensional trust in relation to social commerce behaviour, reinforcing the importance of treating trust as a multidimensional construct.

2.7 Influencer and Creator Content

Influencer marketing has expanded the role of individual content creators in product discovery and evaluation. Consumers may perceive creators as relatable sources of experience, particularly when content is detailed, demonstrative and consistent with the creator's established identity. At the same time, commercial disclosure, authenticity perceptions and repeated sponsorship may affect credibility. Thus, the influence of creator content should not be interpreted simply as a direct effect of follower count; content quality, perceived expertise, trust and audience-platform fit may also matter.

2.8 Advertising and Personalized Content

Social media advertising differs from many traditional forms of advertising because content can be personalized using behavioural and contextual information. Personalization may improve relevance, but it can also raise concerns about privacy, surveillance and excessive targeting. The consumer may therefore respond positively to relevance while simultaneously experiencing discomfort about how the content was selected.

2.9 Platform Context

Platform design affects consumer behaviour because each platform provides different affordances, norms and content formats. Text-oriented environments encourage one type of interaction, image and video platforms encourage another, and commerce-enabled platforms may reduce the distance between product discovery and purchase. Recent research has continued to investigate how platform affordances shape specific engagement behaviours such as likes and comments.

2.10 Review of Selected Studies

Author/Year	Focus	Major contribution
Zhang et al. (2016)	Consumer behaviour in social commerce	Integrated literature using SOR and consumer decision process; highlighted reviews and social support.
Mou & Benyoucef (2021)	Meta-analysis of social commerce behaviour	Examined trust and theory-derived factors across decision stages.
Santos et al. (2022)	Consumer engagement in social media brand communities	Reviewed 134 articles and identified theoretical and measurement fragmentation.
Cao et al. (2021)	Social media engagement behaviour	Examined consumption, contribution and creation and the role of social media context.



Lim & Rasul (2022)	Customer engagement and social media	Reviewed CE research and identified antecedents, outcomes, theories and methods.
2023 systematic review	Social commerce and online consumer behaviour	Synthesized 2017–2021 research using SOR and identified future research directions.
2024 EJM study	Drivers of social media engagement	Examined how platform affordance and brand context relate to likes and comments.

3. RESEARCH METHODOLOGY

3.1 Research Design

The proposed study uses a quantitative, descriptive and analytical research design. A structured questionnaire is appropriate because the study seeks to measure observable patterns of social media usage, consumer attitudes and behavioural intentions across a relatively large group of respondents. Secondary literature is used to establish the conceptual framework and identify constructs and measurement dimensions.

3.2 Population and Sampling

The target population consists of adult social media users who use at least one social networking or social-content platform and who have encountered product- or service-related content online. A proposed sample size of 50 respondents is used for the illustrative analysis in this paper. For an actual empirical study, respondents should be selected using a clearly documented probability or non-probability sampling procedure, with the sampling frame, inclusion criteria and geographic scope stated explicitly.

3.3 Data Sources

Primary data should be collected through a structured questionnaire. Secondary data should be obtained from peer-reviewed journal articles, books, institutional reports and credible digital research sources. The literature search should use terms such as social media consumer behaviour, social commerce, consumer engagement, purchase intention, electronic word-of-mouth, online reviews, trust and influencer marketing.

3.4 Questionnaire Structure

Section	Variables	Measurement
A	Demographics	Age, gender, education, occupation, income
B	Usage behaviour	Platforms, frequency, daily time, purpose of use
C	Information behaviour	Search, reviews, comparisons,



		recommendations
D	Engagement	Likes, comments, shares, saves, content creation
E	Attitudes	Trust, perceived usefulness, perceived value, enjoyment
F	Purchase behaviour	Purchase intention, actual purchase, recommendation
G	Concerns	Privacy, misleading content, fake reviews, advertising overload

3.5 Measurement Scale

Attitudinal constructs can be measured on a five-point Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree. Behavioural questions may use categorical frequency options. Demographic variables should be measured using categories appropriate to the target population. Items should be adapted from established literature where possible and reviewed for clarity before administration.

3.6 Proposed Variables and Conceptual Framework

The conceptual framework positions social media stimuli as antecedents of consumer internal responses and behavioural outcomes. The independent variables include content quality, perceived usefulness, social interaction, trust, perceived value, influencer credibility and promotional attractiveness. Consumer engagement and purchase intention are treated as key dependent variables, while demographic characteristics and platform context can be examined as grouping or moderating variables.

Construct	Role	Illustrative indicators
Content quality	Independent	Relevant, accurate, informative, entertaining
Social interaction	Independent	Peer discussion, comments, community support
Trust	Independent	Credibility, reliability, seller confidence
Perceived value	Independent	Benefits relative to time, money and effort
Influencer credibility	Independent	Expertise, authenticity, transparency
Consumer engagement	Mediator/Outcome	Viewing, liking, commenting, sharing, creating
Purchase intention	Outcome	Likelihood of considering, purchasing or recommending



3.7 Statistical Techniques

Frequency and percentage analysis for demographic and usage variables.

Weighted mean and standard deviation for Likert-scale constructs.

Cronbach's alpha for internal consistency of multi-item scales.

One-sample t-test for testing whether a construct mean differs from a neutral benchmark.

Pearson correlation for examining relationships among continuous/scale variables.

One-way ANOVA for comparing mean responses across multiple demographic groups.

Post-hoc analysis where ANOVA indicates statistically significant group differences.

Regression or structural equation modelling may be used in a larger study to estimate predictive relationships.

3.8 Reliability and Validity

Before full data collection, the questionnaire should be pilot tested with a small group similar to the target population. Ambiguous items should be revised. Internal consistency can be examined using Cronbach's alpha. Content validity can be supported through expert review and comparison with established constructs in prior literature. Construct validity can be examined through exploratory or confirmatory factor analysis when the sample size and study design permit.

3.9 Ethical Considerations

Participation should be voluntary and based on informed consent. Respondents should be informed about the purpose of the study, the intended use of the information and their right to withdraw. Personally identifying information should not be collected unless necessary and appropriately protected. The study should not misrepresent illustrative results as observed field results.

4. LIMITATION OF RESEARCH WORK (RESEARCH GAP)

4.1 Research Gap

The literature demonstrates substantial growth in research on social commerce and social media engagement, but important gaps remain. Reviews have identified fragmentation in definitions, theories, methods and measurement. A systematic review of social commerce also noted the rapid evolution of the field and the need to incorporate newer social commerce features and consumer behaviours.

1. Platform-specific research gap: Consumer behaviour differs by platform affordances, yet many studies aggregate social media into a single category.

2. Format gap: Short-form video, livestreaming, stories, creator commerce and interactive formats require more differentiated measurement.

4.2 Limitations of the Present Study

The illustrative results in this paper are not a substitute for original field data.

A cross-sectional survey cannot establish strong causal relationships.

Self-reported social media behaviour may contain recall and social-desirability bias.

Platform features and algorithms change rapidly, which can reduce the long-term stability of findings.



4.3 Future Research Directions

Future studies should combine surveys with platform analytics, experiments, interviews or digital trace data. Longitudinal studies could examine how trust and purchase behaviour change over time. Researchers can also compare platforms, product categories, age groups and geographic regions. More research is needed on artificial intelligence, recommendation systems, social shopping, creator commerce, livestreaming and consumer privacy.

5. RESULTS AND DISCUSSION

Important note on the following section: because no primary dataset was supplied with the request, the numerical tables below are illustrative examples based on a hypothetical sample of 100 respondents. They demonstrate how a completed research paper could present and interpret findings. They should be replaced with actual questionnaire data before the paper is represented as an empirical field study.

5.1 Demographic Profile – Illustrative Sample

Variable	Category	Frequency	Percentage
Age	18–25	126	42.0%
Age	26–35	96	32.0%
Age	36–45	48	16.0%
Age	46+	30	10.0%
Gender	Male	162	54.0%
Gender	Female	132	44.0%
Gender	Other/Prefer not to say	6	2.0%
Occupation	Student	78	26.0%
Occupation	Employed	144	48.0%
Occupation	Self-employed	48	16.0%
Occupation	Other	30	10.0%

5.2 Social Media Usage Pattern

Indicator	Category	Frequency	Percentage
Daily use	Less than 1 hour	30	10.0%
Daily use	1–2 hours	72	24.0%
Daily use	2–4 hours	126	42.0%
Daily use	More than 4 hours	72	24.0%
Main purpose	Entertainment	84	28.0%
Main purpose	Communication	60	20.0%
Main purpose	Information/search	66	22.0%
Main purpose	Shopping/product discovery	54	18.0%
Main purpose	Professional/education	36	12.0%



The illustrative distribution suggests that social media can occupy a substantial part of consumers' daily routines. Product discovery is only one purpose among several, indicating that commercial messages compete with entertainment, communication, information and professional content. This is consistent with the broader literature's emphasis on social media as a multifunctional environment rather than a purely commercial channel.

5.3 Consumer Perceptions of Social Media Marketing

Statement	Illustrative Mean	SD
Social media helps me discover new products.	4.02	0.86
Online reviews help me evaluate products.	4.08	0.81
Recommendations from people I trust influence my decisions.	3.91	0.92
Useful social media content increases my interest in a brand.	3.87	0.88
I trust social media information when the source is credible.	3.76	0.91
Personalized advertisements are relevant to my interests.	3.54	1.01
Too many advertisements reduce my interest.	3.62	1.04
I am concerned about privacy when using social media.	3.88	1.05
I am likely to consider a product after positive social media exposure.	3.73	0.94

In the illustrative results, product discovery and online reviews have relatively high mean scores, suggesting that information-oriented social media use may be particularly relevant to consumer decision-making. The relatively high privacy concern score also indicates that consumer acceptance of social media marketing may coexist with concern about data practices. These results should be tested with actual respondents rather than assumed to apply universally.

5.4 Consumer Engagement Behaviour

Engagement activity	Often/Very often	Illustrative %
Watch product-related videos	204	68.0%
Read comments/reviews	216	72.0%

Like product/brand posts	168	56.0%
Share product information	102	34.0%
Comment on brand content	84	28.0%
Create product-related content	60	20.0%
Save product information	150	50.0%

The illustrative pattern demonstrates why engagement should not be reduced to public comments. Consumers may engage through viewing, reading and saving information without creating visible public interactions. The literature similarly distinguishes consumption, contribution and creation behaviours, indicating that these forms of engagement may need separate measurement.

5.5 Reliability Analysis – Illustrative

Construct	No. of Items	Illustrative Cronbach's Alpha	Interpretation
Social media usefulness	5	0.86	Good internal consistency
Trust	5	0.88	Good internal consistency
Social interaction	4	0.82	Good internal consistency
Perceived value	4	0.84	Good internal consistency
Consumer engagement	6	0.90	Very good internal consistency
Purchase intention	4	0.87	Good internal consistency

The reliability coefficients are illustrative. In a real study, the reported alpha values must be calculated from the actual response matrix. Reliability should be considered alongside item quality and construct validity rather than treated as proof that a scale is valid.

5.6 Correlation Analysis – Illustrative

Variables	Trust	Social Interaction	Perceived Value	Engagement	Purchase Intention
Trust	1.00	.48**	.55**	.51**	.49**
Social Interaction	.48**	1.00	.52**	.58**	.44**
Perceived Value	.55**	.52**	1.00	.61**	.57**
Engagement	.51**	.58**	.61**	1.00	.63**

Purchase Intention	.49**	.44**	.57**	.63**	1.00
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Note: ** indicates an illustrative significance level of $p < .01$. These coefficients are examples only and are not calculated from an actual respondent dataset.

The illustrative matrix shows positive relationships among trust, social interaction, perceived value, engagement and purchase intention. The strongest example relationship is between engagement and purchase intention. Such a relationship would be consistent with the theoretical expectation that active consumer involvement can be associated with stronger behavioural intentions, while still not establishing causality.

5.7 One-Sample t-Test – Illustrative

Construct	Mean	Test Value	t (Illustrative)	p (Illustrative)
Social media usefulness	3.94	3.00	18.21	< .001
Trust	3.71	3.00	13.42	< .001
Consumer engagement	3.68	3.00	12.10	< .001
Purchase intention	3.63	3.00	10.84	< .001

If actual data produced results similar to the illustrative table, the findings would indicate that respondents' average ratings were statistically above the neutral benchmark. However, statistical significance alone does not establish practical importance; effect sizes and confidence intervals should also be reported.

5.8 ANOVA by Age Group – Illustrative

Variable	F (Illustrative)	p (Illustrative)	Interpretation
Social media engagement	4.62	0.004	Illustrative evidence of group differences
Purchase intention	3.18	0.024	Illustrative evidence of group differences
Trust	1.74	0.159	Illustrative evidence of no significant difference

The illustrative ANOVA suggests that age groups may differ in engagement and purchase intention while not necessarily differing in trust. If an actual study produces significant ANOVA results, post-hoc tests should identify which groups differ. The findings should then be interpreted in relation to platform preferences, usage intensity, product involvement and other contextual variables.



5.9 Discussion of Major Findings

First, social media appears conceptually important as an information environment. Consumers may use social platforms to discover products and evaluate alternatives before visiting a seller or completing a purchase elsewhere. This supports the broader social commerce literature, which emphasizes the role of social interaction and user-generated information in consumer decision-making.

Second, consumer engagement is multidimensional. Viewing a product video, reading reviews, saving a post, commenting, sharing and creating content represent different degrees and forms of participation. The literature review of social media brand communities similarly found variation in the definition and measurement of engagement.

Third, trust and perceived value are central theoretical variables. Consumers are more likely to use information when they perceive it as credible and useful. Trust can also reduce uncertainty, while perceived value can balance expected benefits against monetary, time and psychological costs. Research on social commerce has identified trust as an important factor and has tested its relationship with consumer decision stages.

Fourth, social interaction can influence consumer behaviour because social media combines commercial information with interpersonal communication. Empirical research has found significant relationships between social interaction, technological factors, motivations, perceived value and customer engagement

Fifth, privacy and advertising overload should be treated as important countervailing factors. A consumer may appreciate relevant recommendations while remaining concerned about data collection or excessive targeting. Therefore, an effective research model should include both positive drivers and barriers rather than assuming that greater exposure always produces stronger purchase intention.

6. CONCLUSIONS

Social media has become an important component of contemporary consumer behaviour. Its importance arises not simply from the number of people using social platforms, but from the way these platforms integrate information, social interaction, entertainment, identity, recommendation and commerce. The social media consumer is an active participant who can search, compare, communicate, create, purchase and recommend.

The literature indicates that consumer engagement is multidimensional and context-dependent. Reviews and meta-analyses have demonstrated that researchers use different theoretical perspectives and measurement approaches, while social commerce research continues to evolve with platform technologies.

The conceptual model developed in this paper suggests that content quality, social interaction, trust, perceived value, influencer credibility and platform characteristics can shape consumer engagement and purchase-related responses. The proposed methodology provides a practical structure for collecting and analysing primary data. The illustrative results demonstrate how descriptive statistics, reliability analysis, correlation, t-tests and ANOVA can be incorporated into a completed research paper, but they must not be interpreted as actual field findings without real data.



For organizations, the implication is that social media marketing should be understood as relationship-oriented communication rather than only promotional broadcasting. Useful information, credible reviews, authentic interaction and clear value propositions may support stronger consumer relationships. At the same time, privacy, transparency, misinformation, misleading reviews and advertising fatigue require responsible practices.

For researchers, future studies should examine platform-specific affordances, creator commerce, short-form video, livestream shopping, artificial intelligence, algorithmic recommendations and privacy. Longitudinal and experimental designs can complement cross-sectional surveys and provide stronger evidence about changes and causal mechanisms.

7. SOCIAL RELEVANCE

The study has social relevance because social media increasingly affects how people discover information, communicate with communities and make marketplace decisions. Understanding social media consumer behaviour can help consumers become more critical users of digital information. Consumers can benefit from checking multiple sources, evaluating reviewer credibility, recognizing sponsored content and considering privacy implications before making decisions.

The research is also relevant to small businesses and local enterprises. Social media provides comparatively accessible mechanisms for communicating with potential customers, receiving feedback and building communities. However, responsible digital marketing requires accuracy, transparency and respect for consumer privacy. Organizations should avoid deceptive claims and should distinguish genuine customer experiences from paid or incentivized endorsements where disclosure is required.

There is also educational relevance. Students and young adults are significant participants in digital environments and can benefit from media literacy that explains recommendation systems, advertising personalization, social proof, misinformation and online persuasion. Research on consumer behaviour can therefore contribute not only to marketing effectiveness but also to informed digital citizenship.

From a broader economic perspective, social commerce can reduce informational barriers between buyers and sellers and provide new opportunities for entrepreneurs. At the same time, unequal digital access, platform dependence and information-quality problems can create new forms of disadvantage. Future policy and research should therefore consider both the opportunities and the risks associated with increasingly social forms of commerce.

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