

A STUDY ON PERCEPTION AND ADOPTION OF SOCIAL COMMERCE PLATFORMS AMONG YOUNG CONSUMERS

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ABSTRACT

Social commerce has emerged as an important trend in the digital marketplace by integrating social media platforms with online shopping activities. It enables consumers to discover, evaluate, and purchase products directly through social networking platforms. The present study focuses on analyzing the perception and adoption of social commerce platforms among young consumers. Young consumers are considered one of the most active user groups on social media and are increasingly influenced by digital content, peer reviews, influencer recommendations, and interactive features available on these platforms.

The main objective of the study is to examine the level of awareness, trust, convenience, and factors influencing the adoption of social commerce among young consumers. The research is based on primary data collected through a structured questionnaire using a Likert scale. The data collected from respondents were analyzed using percentage analysis and statistical tools to understand consumer attitudes and usage patterns.

The findings of the study indicate that factors such as convenience, availability of product information, customer reviews, and communication with sellers play a significant role in influencing the adoption of social commerce platforms. However, concerns related to trust, payment security, and product authenticity still influence the purchasing decisions of some consumers. The study concludes that social commerce platforms have a strong potential to shape the future of online shopping among young consumers, provided that issues related to trust and security are addressed effectively.

Keywords: Social Commerce, Young Consumers, Consumer Perception, Adoption, Social Media Platforms, Online Shopping Behavior.

I. INTRODUCTION

Social media has transformed the way people communicate, interact, and conduct business. Over the past decade, platforms such as Instagram, Facebook, YouTube, and WhatsApp have evolved beyond social networking tools into powerful digital marketplaces. This transformation has given rise to social commerce, a modern form of electronic commerce that integrates social media interaction with online buying and selling activities. Social commerce allows consumers to explore products, read reviews, engage with brands, and complete purchases directly within social media platforms.

Young consumers, particularly Generation Z and Millennials, are highly active users of social media. They rely heavily on online reviews, influencer recommendations, peer feedback, and interactive content before making purchase decisions. Unlike traditional e-commerce, social commerce emphasizes engagement, community participation, and user-generated content. Features such as live streaming, product tagging, in-app checkout, and influencer marketing have made the shopping experience more personalized and convenient for young users.

In today's competitive digital environment, businesses increasingly depend on social commerce strategies to reach young customers. Marketers collaborate with influencers, create engaging content, and offer seamless payment options to enhance user experience. However, the success of social commerce depends largely on how young consumers perceive and accept these platforms. Hence, this study aims to analyze the perception and adoption of social commerce platforms among young consumers and identify the key factors influencing their buying behavior.

II. STATEMENT OF THE PROBLEM

Social commerce has emerged as a popular form of online shopping where social media platforms are integrated with e-commerce features. Platforms such as Instagram, Facebook, and WhatsApp allow consumers to discover products, interact with sellers, read reviews, and make purchases directly through social networks. Young consumers are particularly active on these platforms and often rely on influencer recommendations, advertisements, and peer opinions before making purchase decisions.

Despite the growing popularity of social commerce, several concerns still influence consumer perception and adoption. Issues such as trust in sellers, payment security, product authenticity, delivery reliability, and lack of detailed product information may affect the willingness of young consumers to adopt social commerce platforms for shopping.

Therefore, it becomes important to understand how young consumers perceive social commerce platforms and what factors influence their adoption behavior. This study attempts to examine the perception and adoption of social commerce platforms among young consumers and identify the challenges they face while purchasing through these platforms.

III. OBJECTIVE OF THE STUDY

- To analyze the level of awareness of social commerce platforms among young Consumers
- To analyze the frequency of usage and purchase behavior of young consumers on social commerce platforms
- To identify the factors influencing the adoption of social commerce platform among young consumers in terms of trust, convenience, security, ease of use, product variety.
- To identify the challenges faced by young consumers while using social commerce platforms.

IV. SCOPE OF THE STUDY

The scope of the study is limited to young consumers who use social media platforms for browsing, interacting, and purchasing products. The research focuses on understanding their awareness, perception, and adoption behavior towards social commerce platforms.

The study covers important aspects such as trust, convenience, security, product variety, influencer impact, peer recommendations, payment methods, and overall satisfaction. It also examines the frequency of usage, purchase intention, and spending patterns of young consumers.

Geographically, the study is confined to a specific area. The findings of this study will help marketers, entrepreneurs, online sellers, and researchers understand consumer behavior in the field of social commerce and develop effective strategies to improve adoption rates.

V. RESEARCH METHODOLOGY

Research methodology refers to the systematic plan used to collect and analyze the data required for a study. It provides a clear framework for conducting the research effectively and ensures that accurate and relevant information is obtained. The research mainly relies on primary data collected through a structured questionnaire from respondents who are aware of social commerce. The collected data were then used to analyze consumers' perception and adoption of social commerce platforms.

PRIMARY DATA

Primary data were collected from the selected respondents using the convenience sampling method.

SECONDARY DATA

Secondary data were collected from standard reference books, journals, research articles, websites, newspapers, and other reliable sources.

SAMPLING SIZE

The sample size of the study is 100.

VI. TOOLS FOR ANALYSIS

Data collected through questionnaire were presented in the master table. From the master, sub table were prepared.

1. SIMPLE PERCENTAGE ANALYSIS

Percentages are useful to show how many participants selected a specific response. They are usually applied when the answers fall into clear, separate categories. By converting the data into a common base of 100, percentages make it easier to compare responses and understand the results more clearly.

$$\text{Percentage of Respondents} = \frac{\text{Number of Respondents}}{\text{Total number of Respondents}} \times 100$$

2. CHI- SQUARE ANALYSIS

The Chi- square test is a statistical technique used to examine whether a significant relationship exists between two categorical variables. In this study, the Chi-Square test was computed using **IBM SPSS** statistics software.

FORMULA:

$$X^2 = \sum \frac{(O-E)^2}{E}$$

Degree of freedom = (r-1) (c-1)

O= Observed frequency

E= Expected frequency

R= Number of rows

C= Number of columns

3. LIKERT SCALE ANALYSIS

A Likert scale typically consists of a series of statements or questions, followed by a range of response options. Respondents are asked to indicate their level of agreement or disagreement with each statement by selecting one of the response options.

$$\text{Likert scale} = \frac{\sum fx}{\text{No of respondents}}$$

4. RANKING ANALYSIS

A ranking is a relationship between a set of items such that, for any two items, the first is “ranked lower than” or “ranked equal to” the second. In mathematics, this is known as a weak or total pre order of objects because two different objects can have the same ranking. The ranking hardness, while degrees of hardness are totally ordered. If two items are same in rank, they are considered a tie. By reducing details measures to a sequence of ordinal numbers, ranking make it possible to evaluate complex according to certain criteria.

VII. LIMITATIONS OF THE STUDY

- The study is limited only to young consumers and does not include other age groups.
- The research is confined to a specific geographical area, which may limit generalization of results.
- The study is based on respondents’ opinions, which may be biased or subjective.
- Time constraints and limited resources may affect the sample size and depth of analysis.
- Consumer perception may change over time due to technological advancements and market trends.

VIII. REVIEW OF LITERATURE

Prianka Sarker, Laurie Hughes, Tegwen malik & Yogesh k. Dwivedi (2025)¹, This study develops and validates an extended Meta-UTAUT model to examine factors influencing social commerce adoption in Bangladesh. Using data from 402 users, findings show that performance expectancy, effort expectancy, innovativeness, and trust directly affect consumer attitudes. Social influence, grievance redressal, facilitating conditions, social support, anxiety, and attitude significantly impact usage behavior, which strongly predicts continuous participation intention. The study highlights the importance of anxiety and grievance redressal in enhancing consumer acceptance of social commerce.

Manali Bhanushali & Deepa N. Vyas (2025)², Rapid digital advancements have strengthened social commerce as a key driver of youth purchase decisions. This study examines young consumers’ perceptions of social commerce platforms and their impact on buying behavior. It explores factors such as trust, engagement, online reviews, influencer credibility, brand interactions, and personalized recommendations. The research also analyzes how demographic variables shape attitudes toward social commerce. Findings aim to help businesses refine digital marketing strategies and enhance engagement to improve customer experiences and purchase intentions.

IX. ANALYSIS OF DATA

1. SIMPLE PERCENTAGE

FREQUENCY OF PURCHASE ON SOCIAL COMMERCE PLATFORMS

S.NO	FREQUENCY OF PURCHASE ON SOCIAL COMMERCE PLATFORMS	NO OF RESPONDENTS	PERCENTAGE
1	Weekly	16	16%
2	Monthly	47	47%
3	Once in 2–3 months	23	23%
4	Rarely	11	11%
5	Never	3	3%
TOTAL		100	100%

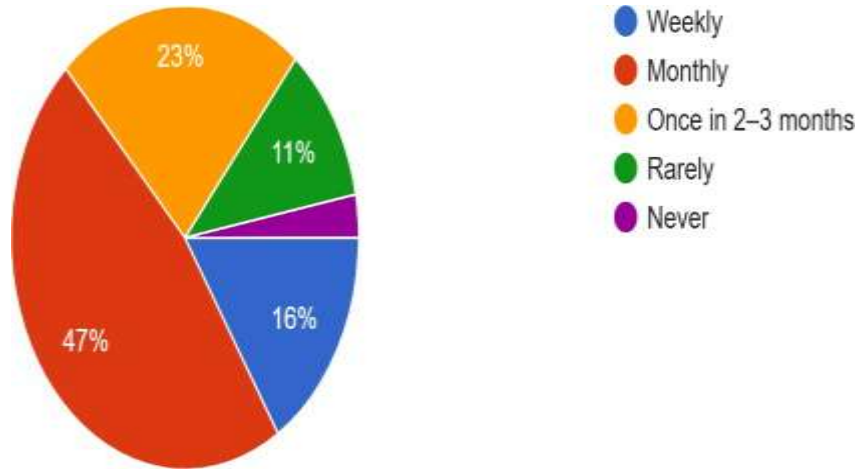
(Source: Primary data)

INTERPRETATION

The above table shows that, about 47% of the respondents were chosen ‘Monthly’, around 23 % of the respondents were chosen ‘Once in 2 – 3 months’, around 16 % of the respondents were chosen ‘Weekly’, and around 11 % of the respondents were chosen ‘Rarely’.

Majority (47%) of the respondents were chosen ‘Monthly purchase’

CHART



2.

CHI – SQUARE

THE CHI SQUARE ANALYSIS BETWEEN FAMILY INCOME AND AVERAGE SPENDING PER PURCHASE

Null hypothesis (H₀): There is no significant association between the family income and average spending per purchase

Alternative hypothesis (H₁): There is a significant association between the family income and average spending per purchase

FAMILY MONTHLY INCOME	AVERAGE SPENDING PER PURCHASE						TOTAL
	Below ₹ 1,000	₹ 1,000 – ₹ 3,000	₹ 3,001 – ₹ 5,000	₹ 5,001 – ₹ 7,000	₹ 7,001 – ₹ 10,000	Above ₹ 10,000	
Below 20000	3	4	1	0	0	2	10
20001 - 40000	4	7	9	5	1	1	27
40001 – 60000	1	13	15	7	8	2	46
Above 60000	3	2	2	4	0	6	17
TOTAL	11	26	27	16	9	11	100

Calculated X²Value: 35.430^a, **Degree of freedom:** 15

P Value: 0.002, **Null hypothesis:** Rejected

INTERPRETATION

The calculated p – value (0.002) is less than 5 % level of significance. It is concluded that there is a significant association between the family monthly income and the average spending per purchase among the respondents.

3. LIKERT SCALE

Likert scale is a measurement scale used in research questionnaires to understand respondents' attitudes, opinions, or perceptions about a particular statement. In this scale, respondents indicate their level of agreement or disagreement with a statement using ordered response options such as high aware, moderate aware, limited aware, low aware, not aware.

Variables	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total	Average
Customer reviews and ratings on social media platforms influence my purchase decisions	54 270	24 96	14 42	4 8	4 4	100 420	4.20
Chat features are used to communicate with sellers before making a purchase on social commerce platforms.	18 90	51 204	24 72	6 12	1 1	100 294	2.94
Purchasing through social commerce is preferred over traditional online shopping websites.	32 160	26 104	27 81	15 30	0 0	100 375	3.75
Product-related advertisements are commonly seen on social commerce platforms.	33 165	33 132	12 36	18 36	4 4	100 337	3.37
Influencers increase my awareness of products sold through social commerce platforms.	42 210	27 108	14 42	7 14	10 10	100 384	3.84

INTERPRETATION

The Likert scale table shows that Customer reviews and ratings on social media platforms influence my purchase decisions is the most favorable factor, which is strongly agreed by the respondents, and Chat features are used to communicate with sellers before making a purchase on social commerce platforms is the least favorable factor given by the respondents.

4. RANK ANALYSIS

Rank analysis is a statistical technique used in research to determine the order of preference or importance of different factors based on respondents' opinions. In this method, respondents assign ranks (such as 1st, 2nd, 3rd, etc.) to various options, and the researcher analyzes these ranks to identify which factor is most preferred or most important among the group.

FACTORS	1	2	3	4	5	6	7	TOTAL	RANK
Trust in seller	54 378	6 36	20 100	6 24	7 21	3 6	4 4	100 569	I
Convenience to shop any time (24/7)	12 84	57 342	13 65	8 32	5 15	4 8	1 1	100 547	II
Clear product description	17 119	11 66	48 240	11 44	9 27	2 4	2 2	100 502	III
Ease of use of the platform	10 70	7 42	8 40	56 224	5 15	4 8	10 10	100 409	IV
Customer reviews visibility	6 42	5 30	9 45	9 36	53 159	12 24	6 6	100 342	V
Security of payment	10 70	10 60	3 15	3 12	8 24	54 108	12 12	100 301	VI
Variety of products available	21 147	9 54	1 5	2 8	3 9	11 22	53 53	100 298	VII

INTERPRETATION

From the above table it shows that the respondents ranking towards factor based on their importance it is trust in seller ranked first, convenience to shop any time (24/7) ranked second, clear product description ranked third, ease of use of the platform ranked fourth, customer reviews visibility ranked fifth, security of payment ranked sixth and variety of products available ranked seventh.

X. FINDINGS

- Majority (47%) of the respondents were chosen ‘Monthly purchase’
- Chi – square: The calculated p – value (0.002) is less than 5 % level of significance. It is concluded that there is a significant association between the family monthly income and the average spending per purchase among the respondents
- Likert scale: Customer reviews and ratings on social media platforms influence my purchase decisions is the most favorable factor, which is strongly agreed by the respondents, and Chat features are used to communicate with sellers before making a purchase on social commerce platforms is the least favorable factor given by the respondents.
- Rank: From the above table it shows that the respondents ranking towards factor based on their importance it is trust in seller ranked first, convenience to shop any time (24/7) ranked second, clear product description ranked third, ease of use of the platform ranked fourth, customer reviews visibility ranked fifth, security of payment ranked sixth and variety of products available ranked seventh.

XI. SUGGESTION

- Social commerce platforms should ensure reliable sellers, transparent product information, and secure payment options to increase consumer confidence.
- Detailed product descriptions, clear images, and authentic customer reviews should be provided to help consumers make informed decisions.
- Businesses should collaborate with credible influencers who can provide genuine product recommendations and reviews.

XII. CONCLITION

Social commerce has become an important part of modern online shopping, especially among young consumers who actively use social media platforms such as Instagram, Facebook, and WhatsApp. These platforms provide opportunities for consumers to discover products, interact with sellers, read reviews, and make purchase decisions easily. The study reveals that young consumers show a positive perception toward social commerce due to its convenience, accessibility, and the influence of social interactions.

Overall, the study concludes that social commerce platforms have strong potential to influence the purchasing behavior of young consumers. With proper strategies to improve trust, transparency, and service quality, businesses can enhance user experience and encourage greater adoption of social commerce platforms in the future.

REFERENCE

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