



SOCIAL COMMERCE & CONSUMER BEHAVIOUR

Srinivasan Iyer, Ph. D.

Associate Professor, SJIT University, Rajasthan

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Abstract

Social commerce is where efficient marketers make the best use of e-commerce and fuse it with social media. It is commercially called Social commerce but maybe it should be called "Do you want to make some money?" Social commerce is a \$95.3 billion market right now. It's projected to grow to \$806.4 billion in the next seven years. If you're a business with products to sell, this info probably makes you feel like that dollar-sign-eyes-green-tongue emoji. Curious about how you can get a chunk of that change? We've got you covered.



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What is social commerce?

Social commerce is the process of selling products directly on social media. The process of entire purchase decision right from the discovery of the product to its post-consumption experience takes place on a different platform known as social commerce. Currently, social apps that allow for social commerce include Instagram, Facebook, and Pinterest. With social commerce, you might see a pair of sweet strawberry-print clogs on your Instagram feed, hit "shop now" and complete the purchase right there in the app. or, one can spot a well-priced umbrella as they are searching through social platform. These are shopping opportunities right on the digital platforms that your audience uses most. And you should be taking advantage of them.

REVIEW OF LITERATURE

Social Commerce is a new wave of internet marketing. There are several definitions of social commerce, Kim and park (2003) defined it as a subset of e-commerce, that the consumers are ready to generate content, share information, opinions, experiences, stories, habits to optimize

their buying decisions and from whom to accumulate to goods and services, where and when (Jascanu, Jascuna, & Nicolau,2007). IBM defines Social Commerce (cited in between The first component "People" is made from Social Commerce Acceptance, Attitudes, Motivational factors, roles played by consumers, and Community Ties. The Second component "Technology" includes Platforms and tools, Features to reinforce shopping experience, Product visualizations, and interaction, websites' basic features. The Third component "Business Strategies" contains Web 2.0 and marketing strategies, Social commerce new trends, Alternative revenue models, and Group and Collective Buying Strategies. Each component is taken into account as research interests for researchers, for instance; Curty and Zhang (2011) studied the technology perspective and the way it does impact the Social Commerce aspect, they found that E-commerce functions are essential for social commerce and Trust may be a mechanism that buyers put upright for any social content to follow it, like it, share it, review it and recommend it. Marketers are trying to find social commerce as a promising phenomenon that it's expected to realize US\$30 Billion in revenue in 2015

Business tries to maximize them to speak with customers and to trace the interaction of consumers with one another. Nick Hajli (2012) has researched social commerce deeply and proposed an adoption model called it "Social Commerce Adoption model" which he tackles the recommendations and referrals, rating and reviews, Forums and Communities grouped as "Social Commerce Constructs" and the way it does affect Trust and Intention to

RESEARCH METHODOLOGY

The analysis was carried out based on Exploratory Research Design through primary data. The questionnaire for conducting the survey has been formulated. Likert Scaling's methodology is used to define the different characteristics needed to meet individual consumer needs. The data was gathered from 125 respondents in the Mumbai Area via Google Chrome of individuals taking social platforms for buying and selling. The SPSS20 uses various statistical tools such as descriptive analysis, factor analysis & chi-square to analyze the data

OBJECTIVE

To detect the connection between demographic variables and their behavior for social commerce

To understand the contributing factors with consumer and social platform for buying and selling brands

HYPOTHESIS

H1: There seems to be a correlation between gender & buying behavior for brands

H2: There seems to be a correlation between Age buying behavior through social commerce.

H3: There seems to be a correlation between Marital Status buying behavior on the social platform

Demographic Information

		Frequency	Percent	Cumulative Percent
Gender	Female	52	41.6	41.6
	Male	73	58.4	100
Age	30-40	20	16	16
	40-50	33	26.4	42.4
	Above 50	22	17.6	60
	Below 30	50	40	100
Marital Status	Married	76	60.8	60.8
	Unmarried	49	39.2	100
Occupation	Home Maker	24	19.2	19.2
	Self Employed	38	30.4	49.6
	Service	31	24.8	74.4
	Students	32	25.6	100
Income group	4-6 lakhs	36	28.8	28.8
	6-10 lakhs	23	18.4	47.2
	Above 10 Lakhs	19	15.2	62.4
	Below 4 Lakhs	47	37.6	100
Total		125	100	

FINDINGS & OBSERVATION

Corelation between Demographic variable and behaviour

Demographic	Behavior	Correlation value	Result
Gender	Do you look for branded products on social commerce platform?	0.141656	Direct Relation
	Do you buy branded products online frequently	-0.0638	Inverse Relation
	Do you get influenced by social commerce promotion for buying products	0.013703	Direct Relation
	You buy products for yourself or family	-0.11586	Inverse Relation
Age	Do you look for branded products on social commerce platform?	-0.05234	Inverse Relation
	Do you buy branded products online frequently	0.072503	Direct Relation
	Do you get influenced by social commerce promotion for buying products	0.06597	Direct Relation
	You buy products for yourself or family	0.009329	Direct Relation
Occupation	Do you look for branded products on social commerce platform?	-0.00172	Inverse Relation
	Do you buy branded products online frequently	-0.00677	Inverse Relation
	Do you get influenced by social commerce promotion for buying products	-0.00172	Inverse Relation
	You buy products for yourself or family	-0.16133	Inverse Relation
Income	Do you look for branded products on social commerce platform?	-0.00023	Inverse Relation
	Do you buy branded products online frequently	0.044397	Direct Relation
	Do you get influenced by social commerce promotion for buying products	-0.00243	Inverse Relation
	You buy products for yourself or family	0.045794	Direct Relation
Marital Status	Do you look for branded products on social commerce platform?	0.029922	Direct Relation
	Do you buy branded products online frequently	-0.10317	Inverse Relation
	Do you get influenced by social commerce promotion for buying products	0.079552	Direct Relation
	You buy products for yourself or family	-0.12677	Inverse Relation

FINDINGS

The research shows that demographic variable occupation, income group & education qualifications have a there is not a much stronger relationship between the products that they look for online or whether they're influenced by the promotion done on social commerce side but there is a reverse relationship between buying the products for themselves or the family on the priority basis

During the study the following observations were made:

There are many consumers, who are not aware of Social commerce and consumers who are aware of it are not able to distinguish it from internet shopping. Social commerce is gaining popularity among users especially youth. There is a wide scope of social commerce for promoting products shortly as today the entire generation is becoming tech-savvy It has become a strong platform for consumers to share their experiences and raise voice against the malpractices in the market. Social Commerce represents an important aspect of social learning by which consumers utilize the knowledge and experience of others they trust to influence their purchasing decision

CONCLUSION

It is concluded that no matter whatever strategies of marketing are adopted by social consumers or social commerce the impact of the consumer behaviour more or less remains the same they prefer buying more products through off-line shopping but they like to procure information for the same through online platforms such as Facebook Instagram and more to add do most of the social commerce sites have many promotional measures and schemes such as flash sales and the impact on the behaviour of the consumer more places in mind the same it was only during the pandemic time that customers were eager to buy the products from social platforms rather than visiting brick and mortar stores

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