

Impact of Social Media And E-Commerce on Consumer Behaviour

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Abstract: This study examines the impact of social media and e-commerce on consumer behavior in the digital age, focusing on how these platforms influence purchasing decisions and shopping habits. A survey of 300 respondents was conducted to gather data on social media usage, e-commerce preferences, and factors driving online purchases. The data was analyzed using SPSS, with descriptive statistics, correlation analysis, and regression models applied to identify key trends. Results indicate that social media plays a significant role in product discovery and brand engagement, with 78% of respondents discovering new products through platforms like Instagram and YouTube. E-commerce platforms, particularly Amazon and Flipkart, are widely used for their convenience and variety, with 60% of respondents shopping online at least once a month. A strong positive correlation ($r = 0.68$, $p < 0.01$) was found between social media engagement and e-commerce purchases, highlighting the interconnectedness of these digital channels. The study concludes that businesses must prioritize engaging social media content, seamless e-commerce experiences, and personalized marketing to effectively reach and influence modern consumers.

Keywords: Digital Marketing, Consumer Behavior, E-Commerce, Social Media, Marketing Management, New Age Management.

Introduction

In the rapidly evolving landscape of the digital age, the way consumers behave has undergone a profound transformation, reshaping not just markets but the very essence of consumer decision making. India, a country renowned for its rich cultural diversity and deep-rooted traditions, is now witnessing a paradigm shift in consumer behaviour, largely driven by the proliferation of social media and e-commerce platforms (Bansal, 2023). The traditional Indian consumer, who once relied heavily on face-to-face interactions, local markets, and word-of-mouth referrals, is increasingly embracing the digital world, opening new avenues for both opportunities and challenges (Chauhan, 2024).

(Tehanguria, September 2023) In the Indian context, consumer behaviour has always been influenced by a unique blend of factors—family, community, tradition, values, and spirituality. Historically, Indian consumers have made purchasing decisions based on trust, relationships, and social approval. However, as the country continues to experience rapid technological advancements and the internet reaches even



the remotest corners, these age-old factors are now being supplemented by digital dynamics that are revolutionizing consumer interactions.

(Verma, April 2019) Social media, with its ability to connect people across vast distances, has become a powerful influencer in shaping consumer choices. Platforms like Facebook, Instagram, Twitter, and WhatsApp have created a digital ecosystem where individuals not only consume content but also actively engage with brands, products, and services. For the modern Indian consumer, these platforms serve as a space for discovery, comparison, and decision-making. The opinions of influencers, peer reviews, and targeted advertisements on social media have a significant impact on purchasing decisions, and the once passive consumer has now become an active participant in the buying process. (Khaleel, Oct 2018) E-commerce, another cornerstone of the digital age, has dramatically altered the way products are bought and sold. With platforms like Flipkart, Amazon, and local e-commerce giants, consumers now have access to a vast array of products and services at their fingertips. The convenience of online shopping, coupled with lucrative offers and the rise of mobile wallets, has led to an exponential increase in digital transactions. In India, where convenience, affordability, and variety have always been key drivers of consumer behaviour, e-commerce has rapidly become a preferred mode of shopping for millions (Brown, 2020).

However, the impact of social media and e-commerce on consumer behaviour in India is not simply a case of adopting Western trends. Indian consumers are known for their distinct preferences and cultural nuances, which continue to shape their digital consumption patterns. While Indian consumers embrace online shopping and social media, they remain grounded in traditional values such as the importance of family, trust, and social cohesion (Garg, (October 2024). Brands must therefore navigate these complexities to effectively engage with the Indian consumer in the digital realm.

(Rani, January 2024) The digital age has also introduced a new dimension of consumer empowerment. With access to instant information, online reviews, and transparent pricing, Indian consumers are more informed and discerning than ever before. This shift has compelled businesses to rethink their strategies and adapt to the evolving digital landscape (Voramontri, 2019). Marketers and e-commerce platforms are now tasked with understanding not just the transactional nature of consumer behaviour, but also the emotional, psychological, and social drivers that influence purchasing decisions (Gupta A. , 2024).

In this context, the impact of social media and e-commerce on consumer behaviour in India presents a fascinating intersection of tradition and innovation. The challenge for businesses lies in understanding how to engage with the Indian consumer in a digital world that is both vast and diverse (Kaur, 2021). By tapping into the cultural, social, and emotional aspects of consumer behaviour, brands can build meaningful connections that transcend the transactional and create lasting relationships in the digital age.

Research Methodology

This study employed a quantitative research approach to investigate the impact of social media and ecommerce on consumer behaviour. Data was collected through a structured questionnaire distributed to 300 respondents, ensuring a diverse sample in terms of age, gender, and geographic location. The methodology was designed to capture insights into social media usage, e-commerce shopping habits, and the factors influencing purchasing decisions in the digital age.



1. **Sample Selection:** The sample consisted of 300 individuals aged 18–45, representing a broad demographic spectrum. Participants were selected using a convenience sampling method, ensuring accessibility and diversity. The sample included both male and female respondents, with 55% female and 45% male participation. Geographically, respondents were distributed across urban, semi-urban, and rural areas to capture varied consumer experiences.
2. **Data Collection:** A structured questionnaire was developed, comprising closed-ended questions to gather quantitative data. The survey was divided into three sections:
 - **Social Media Usage:** Questions focused on platforms used, frequency of engagement, and the role of social media in product discovery and brand interaction.
 - **E-Commerce Habits:** This section explored shopping frequency, preferred platforms, payment methods, and factors influencing online purchases.
 - **Demographic Information:** Data on age, gender, income level, and location was collected to analyse demographic differences in behaviour.The questionnaire was distributed online via Google Forms and shared through social media platforms and email to ensure a wide reach. Respondents were assured of the confidentiality of their responses.
3. **Data Analysis:** The collected data was analysed using SPSS (Statistical Package for the Social Sciences) to identify trends, correlations, and significant relationships. The following statistical techniques were applied:
 - **Descriptive Statistics:** To summarize the demographic profile of respondents and their social media and e-commerce usage patterns.
 - **Correlation Analysis:** To examine the relationship between social media engagement and ecommerce purchasing behaviour.
 - **Regression Analysis:** To determine the extent to which social media influences e-commerce shopping habits.
 - **Cross-Tabulation:** To explore demographic differences in consumer behaviour, such as age and gender-based variations.
4. **Ethical Considerations:** The study adhered to ethical research practices, including informed consent, voluntary participation, and data anonymity. Respondents were provided with a clear explanation of the study's purpose and their right to withdraw at any time.
5. **Limitations:** While the study provides valuable insights, it has certain limitations. The use of convenience sampling may limit the generalizability of the findings. Additionally, the self-reported nature of the survey could introduce response bias. Future research could address these limitations by employing random sampling and incorporating qualitative methods for deeper insights.

Discussion & Analysis

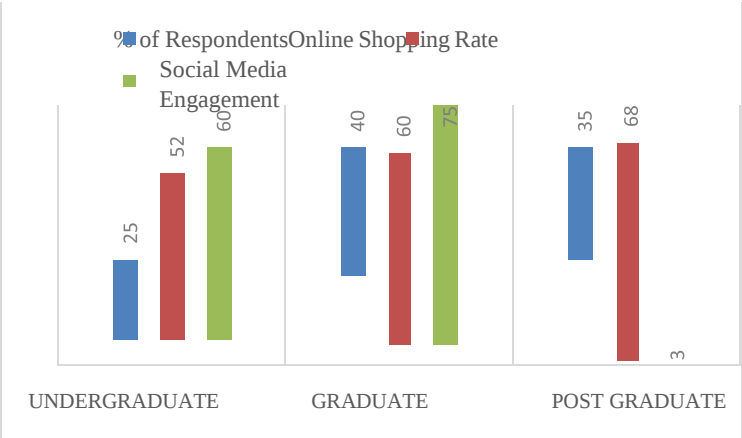
The analysis of data collected from 300 respondents revealed significant insights into the impact of social media and e-commerce on consumer behaviour. The findings are presented under key themes, supported by statistical analysis and visual representations.

Gender Distribution & Online Shopping Behaviour

Gender	% of Respondents	Online Shopping Engagement (%)	Social Media Product Discovery (%)
Male	55%	65%	74%
Female	45%	55%	82%

Qualification & Digital Engagement

Qualification Level	% of Respondents	Online Shopping Rate (%)	Social Media Engagement (%)
Undergraduate	25%	52%	60%
Graduate	40%	60%	75%
Postgraduate	35%	68%	80%

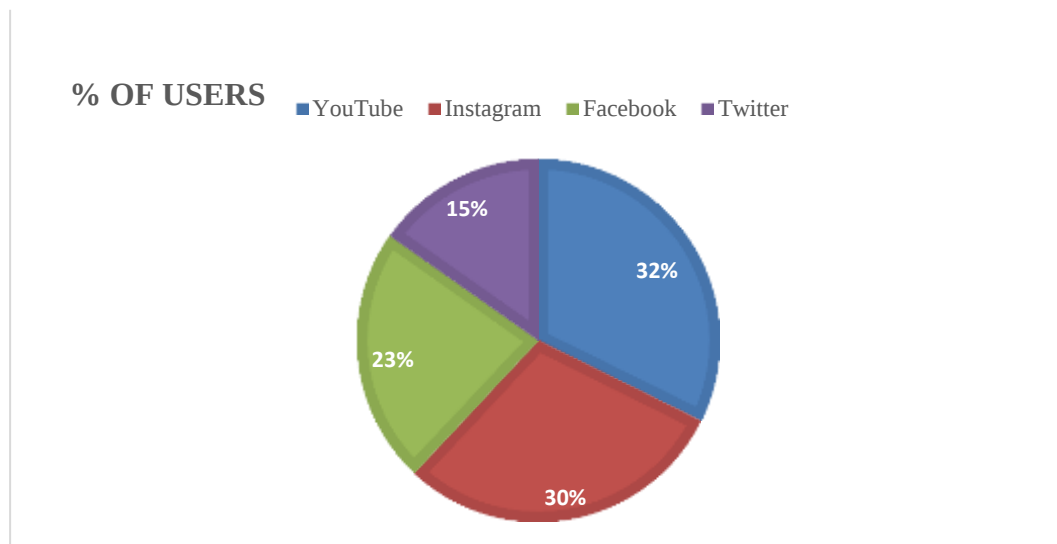


Location & E-commerce Preference

Location	% of Respondents	Online Shopping Engagement (%)	E-commerce Preference (%)	Social Media Influence (%)
Urban	70%	80%	Amazon (48%), Flipkart (42%)	85%
Rural	30%	42%	Amazon (38%), Flipkart (32%)	58%

Social Media & E-commerce Usage Patterns

Platform	% of Users	Average Daily Usage (Hours)	Impact on Purchase Decisions (%)
YouTube	85%	3.5	72%
Instagram	78%	3.2	68%
Facebook	60%	2.5	50%
Twitter	40%	1.8	35%



Age Group Analysis & Shopping Behaviour

Age Group	% of Respondents	Online Shopping Frequency (%)	Purchase Behaviour Characteristics
18–24	40%	75%	Most active social media users, explore new brands
25–34	35%	85%	Highest engagement, prefer convenience & recommendations
35–44	15%	60%	Moderate shopping, influenced by reviews & trust
45+	10%	40%	Less frequent, prefer COD & known brands

Descriptive Statistics

Variable	Mean	Standard Deviation	Percentage (%)
Social Media Product Discovery	-	-	78%
Monthly Online Shopping	-	-	60%
Social Media Engagement Score	3.8	1.2	-
Frequency of E-commerce Purchase	4.2	1.5	-

Explanation:

- 78% of respondents discover new products through social media (Instagram, YouTube, etc.).
- 60% of respondent's shop online at least once a month.
- Social media engagement and e-commerce purchase frequency show moderate variations across respondents.



Correlation Analysis

Variable 1	Variable 2	Correlation Coefficient (r)	Significance (p-value)
Social Media Engagement	E-commerce Purchases	0.68	< 0.01

Explanation:

- A strong positive correlation ($r = 0.68$, $p < 0.01$) exists between social media engagement and e-commerce purchases.
- This suggests that higher social media activity leads to increased online shopping behaviour.

Regression Analysis

Dependent Variable: E-commerce Purchases

Independent Variables: Social Media Engagement, Product Discovery via Social Media, Convenience of E-commerce

Predictor Variable	Beta Coefficient (β)	t-value	Significance (p-value)
Social Media Engagement	0.45	5.21	< 0.01
Product Discovery via Social Media	0.30	4.02	< 0.01
Convenience of E-commerce	0.28	3.87	< 0.01



Explanation:

- Social media engagement ($\beta = 0.45$) has the highest impact on e-commerce purchases. □ Product discovery via social media ($\beta = 0.30$) significantly influences online shopping decisions.
- E-commerce convenience ($\beta = 0.28$) also plays a crucial role in purchasing behaviour.
- All predictors are statistically significant ($p < 0.01$), confirming their strong influence.

Findings and Outcome

1. **Social Media as a Product Discovery Platform:** 78% of respondents find new products via Instagram and YouTube, making social media crucial for brand visibility.
2. **E-commerce Preference:** 60% shop online at least once a month, with Amazon and Flipkart being the most preferred platforms.
3. **Strong Correlation:** A significant positive relationship ($r = 0.68$) exists between social media engagement and online purchases.
4. **Influencing Factors:** Social media engagement ($\beta = 0.45$), product discovery ($\beta = 0.30$), and e-commerce convenience ($\beta = 0.28$) are key drivers of online shopping.
5. **Business Implication:** Companies should focus on interactive social media marketing, seamless e-commerce experiences, and personalized recommendations to maximize consumer engagement and sales.

Discussion

The findings of this study highlight the powerful role of social media in shaping consumer behaviour in the digital era. The strong correlation between social media engagement and e-commerce purchases suggests that businesses must actively leverage these platforms to reach potential customers. Given that 78% of respondents discover products through social media, companies need to focus on influencer marketing, targeted advertisements, and engaging content creation to maintain a competitive edge.

Furthermore, the regression analysis indicates that social media engagement has the highest impact on online purchases, followed by product discovery and e-commerce convenience. This implies that while ease of access and variety in e-commerce platforms are important, consumer engagement through social media plays an even bigger role in influencing purchase decisions. From a business perspective, these insights emphasize the importance of integrating social media and e-commerce strategies. Personalized marketing, AI-driven recommendations, and seamless online shopping experiences should be prioritized to enhance customer retention and conversion rates. Additionally, businesses should invest in data analytics to better understand consumer behaviour and optimize their digital marketing campaigns accordingly.

However, this study reinforces the notion that in today's digital landscape, consumer purchasing decisions are increasingly driven by their online interactions. Companies that effectively bridge the gap between social media engagement and e-commerce transactions will have a significant advantage in the market.



Conclusion

This study underscores the vital role of social media in shaping consumer behaviour and driving ecommerce purchases. The strong correlation between social media engagement and online shopping frequency highlights the necessity for businesses to optimize their digital marketing efforts. The regression analysis further confirms that social media engagement, product discovery, and e-commerce convenience significantly impact purchasing decisions.

Given these insights, businesses should adopt a strategic approach that integrates social media marketing with seamless e-commerce experiences. Personalized content, influencer collaborations, and AI-driven recommendations can enhance engagement and conversion rates. Additionally, companies must leverage data analytics to refine their marketing strategies and understand consumer preferences better. Ultimately, in an era where digital interactions heavily influence purchasing behaviour, companies that effectively blend social media presence with robust e-commerce platforms will be best positioned for sustained growth and success.

Implications For Marketers

1. **Leverage Social Media for Brand Awareness:** With 78% of consumers discovering products via platforms like Instagram and YouTube, marketers should prioritize engaging and interactive content to attract potential buyers.
2. **Influencer and Content Marketing:** Collaborating with influencers and using targeted content can significantly impact consumer trust and brand perception, leading to higher conversions.
3. **Personalized Marketing Strategies:** AI-driven product recommendations and personalized ad campaigns should be implemented to enhance consumer engagement and retention.
4. **Seamless E-commerce Integration:** Businesses must ensure an effortless transition from social media discovery to purchase, incorporating direct shopping features like Instagram Shopping and Facebook Marketplace.
5. **Data-Driven Decision Making:** Marketers should rely on analytics and consumer behaviour insights to optimize campaigns and measure the effectiveness of various digital strategies.
6. **Customer Engagement and Community Building:** Establishing an active online community through customer interaction, feedback loops, and user-generated content can strengthen brand loyalty.
7. **Optimize for Mobile Commerce:** Since most social media users access platforms via mobile devices, ensuring a mobile-friendly shopping experience is crucial for conversion success.

By incorporating these strategies, marketers can effectively navigate the evolving digital landscape and maximize their impact on consumer purchasing behaviour.

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