



THE STUDY ON SOCIAL COMMERCE INFLUENCE TOWARDS COLLEGE STUDENTS IN MUMBAI CITY

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Abstract:

This research explores the impact of social media platforms, specifically Instagram and Facebook, on consumer buying behavior. A structured survey was conducted to understand how advertisements, influencer recommendations, and customer reviews on these platforms affect purchasing decisions. The Findings reveal that a significant proportion of respondents are influenced by Instagram and Facebook advertisements to try new products, with Instagram emerging as slightly more effective due to its visual-centric approach. Customer reviews and influencer endorsements were found to play a crucial role in shaping trust and purchase intent. Frequency analysis shows that most users encounter product promotions multiple times per week, and a notable percentage of consumers have made purchases directly through social media platforms. The study's data are illustrated using charts and tables, including pie charts and tables representing platform influence, showing frequency of exposure and depicting changes in purchase behaviour. Based on these findings, it is suggested that marketers should focus on targeted visual content, engage influencers relevant to their niche, and actively encourage positive customer reviews to maximize conversion. In conclusion, social media has transformed traditional buying behaviour, making digital engagement and social commerce essential tools for influencing consumer decisions.

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Introduction:

A. Background:

The rapid growth of digital technology and social media has transformed how consumers interact with brands and make purchases. Platforms like Instagram, Facebook, YouTube, and WhatsApp now serve as social commerce tools, allowing users to discover products, read reviews, share opinions, and buy directly. Businesses use social media marketing, influencer collaborations, and user-generated content to influence consumer behaviour.

College students, as active social media users, are frequently exposed to ads and influencer promotions that shape their attitudes toward brands. In Mumbai, with high internet penetration and affordable mobile data, students rely on social media to explore products, compare prices, and make purchasing decisions. This study analyses how social commerce affects college students buying behaviour, providing insights for businesses to engage young consumers effectively.



B. Introduction of Social commerce:

The growth of the internet and social media has turned online shopping into social commerce, with platforms like Instagram, Facebook, YouTube, and WhatsApp allowing users to explore products, read reviews, and make purchases directly. Interaction through user-generated content, peer influence, and influencer marketing builds trust and shapes consumer decisions.

Smartphones, affordable internet, and digital payments have made social commerce convenient and accessible. Consumers rely on reviews and endorsements, while businesses gain direct engagement and feedback. Social commerce creates an interactive shopping experience and increasingly influences consumer behaviour.

C. Players of Social commerce:

1. Social Media Platforms - They provide the digital space for social commerce, enabling users to interact, share information, discover products, and allowing businesses to promote and engage with consumers. Examples include Instagram, Facebook, YouTube, and WhatsApp.
2. Consumers - They search for information, read reviews, compare products, make purchases, and influence others by sharing experiences on social media.
3. Businesses / Sellers - Businesses use social commerce to market and sell their products or services. They create brand pages, run advertisements, interact with customers, and promote products through social media campaigns.
4. Influencers - Influencers are individuals who have a large audience on social media and can influence their followers' purchasing decisions. They promote products through posts, videos,

reviews, and live streaming, which increases product awareness and trust.

5. User-Generated Content - Reviews, ratings, comments, photos, and videos by consumers provide valuable information and strongly influence purchase decisions.

D. Types of Product Sold in Social Commerce:

1. Fashion and Apparel

Examples:

- Dresses
- T-shirts
- Jeans
- Jackets
- Ethnic wear

2. Beauty and Personal Care Products

Examples:

- Makeup products
- Skincare products
- Hair care products
- Perfumes
- Beauty tools

3. Electronics and Gadgets

Examples:

- Smartphones
- Headphones
- Smartwatches
- Bluetooth speakers
- Accessories

4. Home and Lifestyle Products

Examples:

- Decorative items
- Furniture
- Kitchen products
- Lighting products
- Wall art

6. Handmade and Customized Products

Examples:

- Handmade jewellery
- Customized gifts



- Art and craft products
- Personalized accessories

E. How Social Media influences ?

Social media influences consumers through a step-by-step process, guiding them from seeing product information to gathering details, evaluating options, and ultimately making a purchase decision.

1. Product Awareness – Consumers discover products through social media ads, promotions, influencer content, and brand pages.
2. Information Search – Consumers gather details by reading descriptions, watching demos, and visiting brand pages or websites.
3. Social Interaction – Consumers ask questions, join discussions, and consult friends or followers to gather opinions.
4. Reviews and Recommendations – User-generated content like reviews, ratings, photos, and videos helps assess quality and reliability.
5. Evaluation of Alternatives – Consumers compare products based on price, quality, brand reputation, and feedback.
6. Purchase Intention – Consumers decide whether they want to buy based on gathered information and recommendations.
7. Purchase Decision – Consumers make the purchase, often using social media links or online stores.
8. Post-Purchase Sharing – Consumers share their experiences through reviews, ratings, or posts, influencing others.

Objectives:

1. To analyze how social media influences consumer buying behaviour.
2. To examine the role of Instagram and Facebook in promoting products.
3. To identify factors that encourage consumers to purchase through social media.

4. To evaluate the level of trust and satisfaction of youth in purchasing products through social commerce.

Review of Literature:

1. Kaura Bhatti and Shrivastava (2024)

Kaura Bhatti and Shrivastava (2024) studied the impact of social media marketing on online consumer behaviour. They found that platforms like Instagram, Facebook, and YouTube have made shopping more interactive and information-driven. Ads, influencer promotions, user-generated content, peer recommendations, and reviews strongly influence consumer perceptions, trust, and purchase decisions. Young consumers, especially college students, are the most active and responsive users. The study concluded that social media shapes awareness, attitudes, preferences, and final buying decisions, making it vital for businesses targeting younger audiences.

2. Kapoor and Pandey (2024)

Kapoor and Pandey studied social media-driven consumer behaviour in online retail. They found platforms like Instagram and TikTok help consumers discover products, gather information, and interact with brands. Visual content, influencer marketing, and user-generated content capture attention and shape opinions, while peer reviews build credibility. The study concluded that social media transforms decision-making by providing instant information and social interaction.

3. Walia (2023)

Walia (2023) studied the influence of social media on consumer behaviour in the fashion and lifestyle sector. The research found that ads, promotions, and influencer endorsements shape attitudes, increase product awareness, and encourage exploration of new brands. Social media also drives impulse buying, especially among young consumers, while interactive features like likes, comments, and shares



strengthen brand relationships. The study concluded that social media significantly impacts consumer behaviour among digitally active youth.

4. Ayesha (2024)

Ayesha studied the role of social media in shaping modern consumer behaviour. The research found that social media transforms marketing into a two-way interactive process, allowing consumers to share opinions, give feedback, and build stronger brand connections. Reviews, ratings, and recommendations serve as key information sources that influence purchase decisions. The study concluded that social media significantly shapes consumer attitudes and behaviour through engagement and interaction.

5. Sahu, Kshatriya and Jha (2024)

Sahu, Kshatriya, and Jha examined factors influencing consumer behaviour and brand loyalty. They found that demographics like age, education, income, and lifestyle affect purchasing decisions, with younger consumers being more active on social media. Product quality, price, brand reputation, and customer experience shape buying behaviour, while social media provides easy access to information, reviews, and brand interaction. The study concluded that businesses can use social media to engage consumers, promote products, and build long-term loyalty.

Hypothesis:

Hypothesis 1: Influence of social media on consumer buying behaviour.

(H0) There is no significant influence of social media on the buying behaviour of college students in Mumbai.

(H1) There is a significant influence of social media on the buying behaviour of college students in Mumbai.

Hypothesis 2: Instagram and Facebook role in product promotion.

(H0) Instagram and Facebook do not play a significant role in promoting products among college students in Mumbai.

(H1) Instagram and Facebook play a significant role in promoting products among college students in Mumbai.

Hypothesis 3: Factors influencing social media purchase decisions.

(H0) Factors such as advertisements, influencer recommendations, reviews, and discounts do not significantly encourage college students in Mumbai to purchase through social media.

(H1) Factors such as social media advertisements, influencer recommendations and reviews significantly encourage college students in Mumbai to purchase through social media.

Hypothesis 4: Youth trust and satisfaction in social commerce.

(H0) There is no significant level of trust and satisfaction among college students in Mumbai when purchasing products through social commerce.

(H1) There is a significant level of trust and satisfaction among college students in Mumbai when purchasing products through social commerce.

Scope of the Study:

The scope of this study is limited to analysing the influence of social commerce on the buying behaviour of college students in Mumbai city. It focuses on the role of social media platforms such as Instagram and Facebook in promoting products and affecting purchase decisions. The study considers factors like trust, satisfaction, advertisements, and online reviews that encourage students to shop through social media. Data is collected through a questionnaire using Google Forms, and the study reflects the opinions of selected college students in Mumbai.

Research Methodology:

This study uses a descriptive research design. Data is collected from college students in Mumbai (age 18–25)

through a Google Form questionnaire using convenience sampling. Both primary and secondary data are used, and results are analysed using percentage method, tables, and charts to study the influence of social commerce on buying behaviour.

Tools and techniques used for analysis:

The data is analysed using Percentage Method and Likert Scale Method. The responses are presented with the help of tables, pie charts, and bar graphs for easy

Research Analysis:

understanding of the influence of social commerce on college students in Mumbai city.

Limitation of the study:

- Study is limited to college students (age 18–25) in Mumbai city only.
- Sample size is limited, so results may not represent all students.
- Data is collected through online Google Form, so responses depend on honesty of participants.

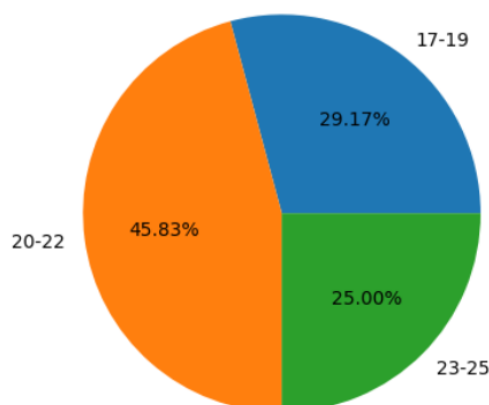
Table 1: Demographic Profile of Respondents

Sr No.	Demographic Profile of Respondents	Attributes	Frequency	Percentage (%)
1	Age	17-19	28	29.17
		20-22	44	45.83
		23-25	24	25
2	Gender	Male	50	46.30
		Female	46	42.59

(Source – Primary Data)

The table shows respondents' demographics by age and gender. Most participants are young college students aged 20–22 years (45.83%), followed by 17–19 years (29.17%) and 23–25 years (25%). Gender distribution is nearly equal, with 52.08% male and 47.92% female, providing balanced insights on social commerce influence among college students in Mumbai

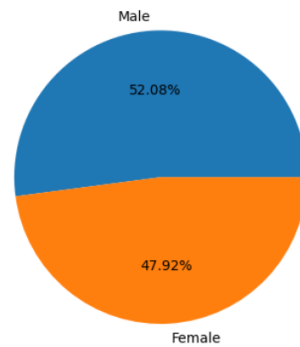
Age Distribution of Respondents



The majority of respondents belong to the 20–22 years age group (45.83%), followed by 17–19 years (29.17%) and 23–25 years (25%). This shows that most participants are young college students, which is suitable for studying social commerce behaviour among youth.

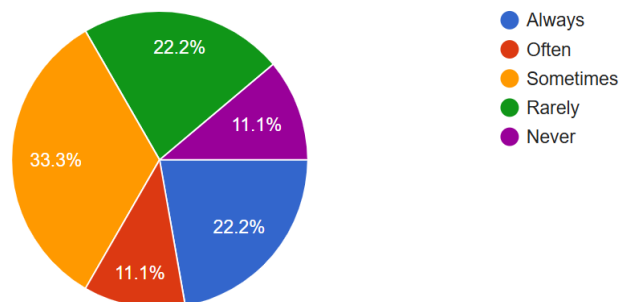


Gender Distribution of Respondents



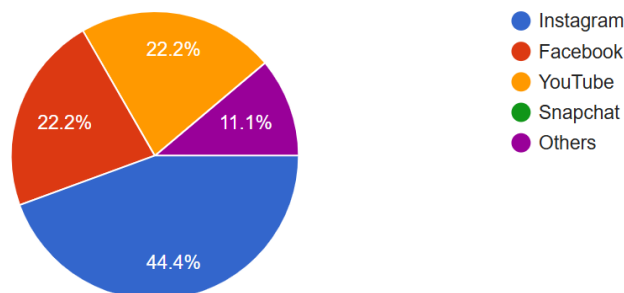
Out of total respondents, 52.08% are male and 47.92% are female. The responses are almost equally distributed between male and female students, providing balanced opinions regarding the influence of social media on buying behaviour.

Pie Chart 2: How often do you purchase products after seeing advertisements on social media?



The chart shows that the majority of respondents sometimes (33.3%) purchase products after seeing advertisements on social media. About 22.2% always purchase, while 22.2% rarely purchase. Only 11.1% often and 11.1% never purchase after seeing ads. This indicates that social media advertisements moderately influence the buying behaviour of college students.

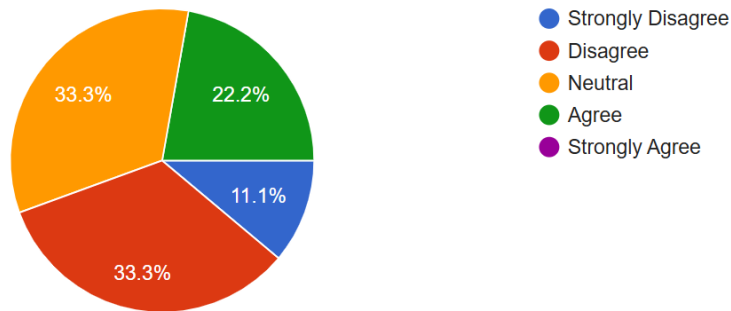
Pie Chart 3: Which social media platform influences your buying decision the most?



The chart indicates that one social media platform has the highest influence on the buying decisions of college students, while other platforms have comparatively lower impact. This shows that students prefer a particular platform for discovering products, viewing advertisements, and making purchase decisions. Overall, social media platforms play an important role in influencing consumer buying behaviour among college students.

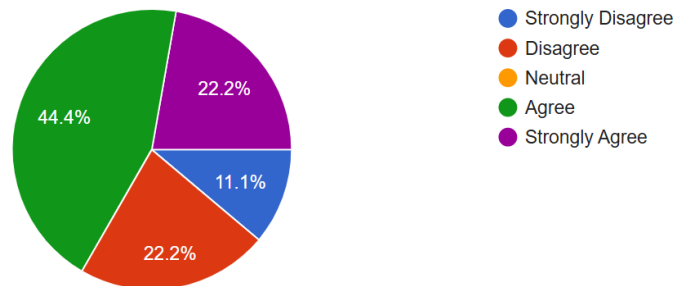


Pie Chart 4: Instagram and Facebook advertisements influence me to try new products.



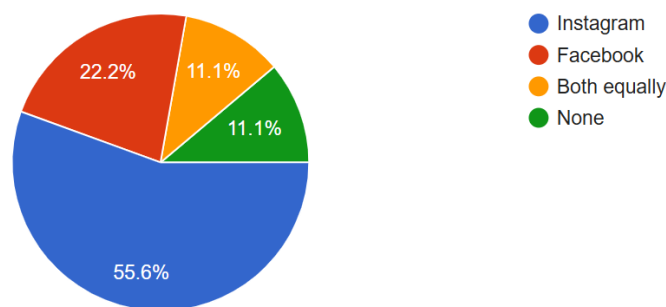
The chart shows that 33.3% respondents disagree and 33.3% are neutral that Instagram and Facebook advertisements influence them to try new products. Meanwhile, 22.2% agree and 11.1% strongly disagree. This indicates that social media advertisements have a moderate level of influence, but not all students are strongly convinced to try new products based on ads.

Pei Chart 5: Social media platforms influence my decision to purchase products



The chart shows that the majority of respondents agree (44.4%) that social media platforms influence their decision to purchase products. About 22.2% are neutral and 11.1% strongly agree, while 22.2% disagree. This indicates that social media has a significant influence on the buying decisions of college students.

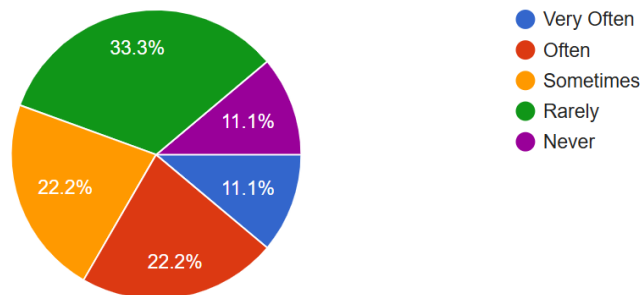
Pie chart 6: Which platform do you find more effective for product promotion?



The chart shows that the majority of respondents find Instagram (55.6%) more effective for product promotion. 22.2% prefer Facebook, while 11.1% believe both platforms are equally effective and 11.1% think none are effective. This indicates that Instagram is considered the most effective platform for promoting products among college students.

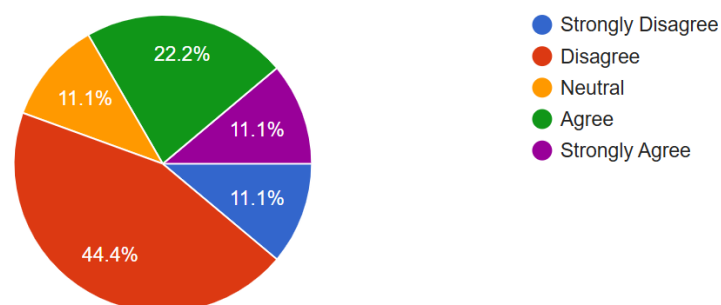


Pie Chart 7: How often do you notice product promotions on Instagram and Facebook?



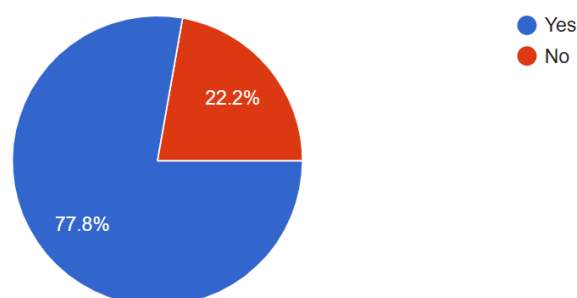
The chart shows that the majority of respondents rarely (33.3%) notice product promotions on Instagram and Facebook. About 22.2% often and 22.2% sometimes notice promotions, while 11.1% very often and 11.1% never notice them. This indicates that product promotions on social media are noticed occasionally, but not consistently by all college students.

Pie Chart 8: Influencer recommendations increase my interest in buying products through social media.



The chart shows that the majority of respondents disagree (44.4%) that influencer recommendations increase their interest in buying products through social media. 22.2% agree, while 11.1% strongly agree, 11.1% strongly disagree, and 11.1% are neutral. This indicates that influencer recommendations have a limited impact on the buying interest of many college students.

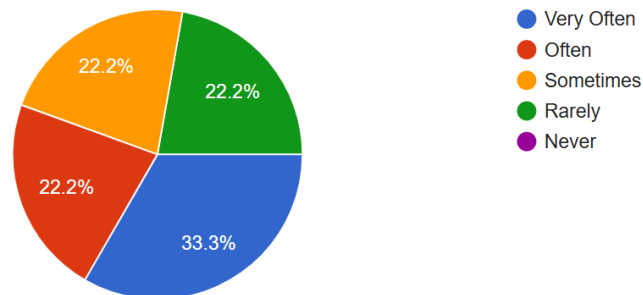
Pie Chart 9 : Customer reviews on social media affect my purchase decision.



The chart shows that the majority of respondents (77.8%) agree that customer reviews on social media affect their purchase decision, while 22.2% do not agree. This indicates that online reviews play an important role in influencing the buying behaviour of college students, as most students consider reviews before making a purchase decision.

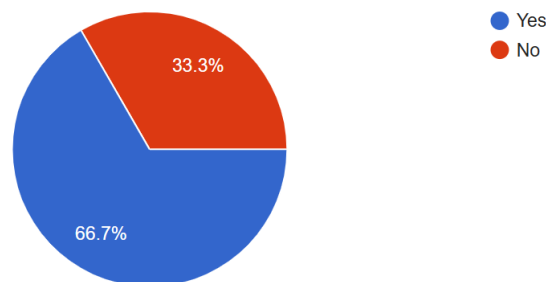


Pie Chart 10: How often do you purchase products through social media platforms?



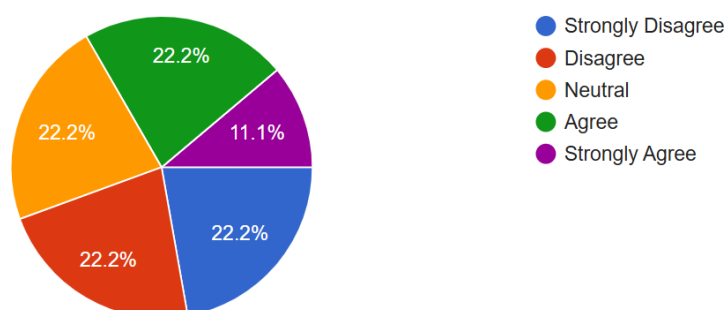
The chart shows that 33.3% of respondents very often purchase products through social media platforms. About 22.2% often, 22.2% sometimes, and 22.2% rarely purchase through social media, while very few never purchase. This indicates that social media platforms frequently influence students to make purchases, showing their strong role in online buying behaviour.

Pie Chart 11: Has social commerce changed your buying behaviour?



The chart shows that 66.7% of respondents said Yes, meaning social commerce has changed their buying behaviour, while 33.3% said No. This indicates that social media platforms play an important role in influencing purchase decisions of college students, as most respondents agree that their buying behaviour is affected by social commerce.

Pie Chart 12: Overall, social commerce platforms influence my decision to purchase products.



The chart shows mixed opinions regarding the influence of social commerce on purchase decisions. 22.2% respondents strongly disagree and 22.2% disagree, while 22.2% are neutral and 22.2% agree. Only 11.1% strongly agree. This indicates that social commerce has a moderate influence, as respondents' opinions are evenly distributed with no strong majority.



Findings of the study: The study reveals that social commerce has a moderate influence on the buying behaviour of college students in Mumbai city. Many respondents stated that they sometimes purchase products after seeing advertisements on social media, showing that social media plays an important role in creating product awareness. Among different platforms, Instagram is found to be the most effective platform for product promotion, followed by Facebook. The responses also indicate that social media advertisements encourage some students to try new products, but not all respondents are strongly influenced, showing mixed opinions regarding trust and reliability of online promotions. It is also observed that product promotions on Instagram and Facebook are noticed occasionally by most students. Overall, the findings suggest that social commerce platforms influence purchase decisions to a certain extent, and social media plays a significant role in shaping consumer awareness and interest among college students.

Suggestion:

The study suggests that businesses should use effective social media strategies to influence college students' buying behaviour. Companies should focus on Instagram with visually appealing content, reels, and influencer marketing. Providing accurate product information, genuine reviews, clear policies, secure payments, and data protection builds trust. Interactive engagement through comments, discounts, personalized recommendations, and promotions can attract students. Regularly analysing feedback helps improve products and marketing, enhancing satisfaction and purchase decisions.

Conclusion: The study, "The Study on Social Commerce Influence Towards College Students in Mumbai City," concludes that social media significantly affects college students' buying

behaviour. Platforms like Instagram and Facebook boost product awareness and influence purchase decisions, with Instagram being the most effective. Ads, reels, influencer content, reviews, ratings, and promotional offers shape students' perceptions, though trust and authenticity remain important. Overall, social commerce moderately but meaningfully guides students in discovering, comparing, and purchasing products, making social media marketing essential for reaching young consumers.

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