Investigating the Rise of Shopping Through Social Media Platforms and Its Impact on Traditional E-Commerce

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Purpose:
This research aims to examine the emergence of social media as a purchasing platform, analyse its influence on customer behaviour and preferences and evaluate its effects on conventional e-commerce models. The research seeks to better understand how enterprises can adapt to this transition and use social commerce for expansion.
Design/ Methodology:
The Present study is exploratory study. A systematic questionnaire was used to conduct the survey. Data were collected in both offline and online. Online data were collected from google forms. Respondents were selected through a random sampling and convenience sampling technique. For data analysis, a total of 135 responses were used.

Findings:
Chi-square tests demonstrate a moderate correlation, indicating that purchasing pattern and social media shopping preference vary moderately across age groups. Significance of factor analysis is defined as P-value below 1% and 5%. Thus, alternative Hypothesis is supported since social media purchasing has grown due to a considerable association between components. Bivariate regression between social media purchasing pleasure and traditional e-commerce models yielded limited significance ($F(1,133) = 4.015$, $p<0.05$). Thus, social media purchasing pleasure affects conventional e-commerce methods.
Limitations:
The research study exclusively examined Bangalore-based E-commerce consumers. Self-reported consumer behaviour bias, limited access to private e-commerce data and fast-changing social media techniques may limit the research's long-term implications.
Originality Value:
This paper presents uniqueness using a thorough examination of the convergence of social media and e-commerce, highlighting how social commerce transforms consumer behaviour and compromises conventional models. It provides new insights concerning the changing role of influencers, tailored content and technology integration in shaping the future of online business.
Paper Type: Research Paper
Keywords: Online Shopping, E-commerce platforms, Traditional E-commerce & Social Media Shopping.

1. Introduction

Online shopping denotes the acquisition of products or services over the internet using e-commerce platforms (Daroch et al., 2021)(Mofokeng, 2021). It enables users to explore, evaluate and purchase items from the convenience of their residences, accompanied by home delivery services (Yan et al., 2016). This approach has revolutionised conventional retail by providing a wider range of products, competitive pricing and access to international markets (Tiwari et al., 2023)(Umair Manzoor et al., 2020). Advancements in technology and secure payment mechanisms have led to an increasingly broad adoption of online shopping (J. Wang et al., 2022), making it a fundamental aspect of modern consumer behaviour (M. Singh & Singh, 2018). Its expansion is also encouraged by components such as user-friendliness, tailored suggestions and continuous accessibility. The swift growth of social media has brought about a transformation in the manner in which customers engage with companies and make choices on their purchases (Gibson, 2018)(Shahbaznezhad et al., 2021). Over the course of the past decade, social media platforms have evolved from being just instruments for social networking to becoming strong markets (Miah et al., 2022), which has resulted in the emergence of a new phenomenon known as “social commerce” (Gibson, 2018). The old models of e-commerce have been significantly impacted as a result of this transformation, which has compelled firms to adjust their operations to accommodate the quickly evolving digital world (Lin et al., 2019)(Mofokeng, 2021). The term "social commerce" refers to the practice of using social media networks in order to ease and finish transactions while purchasing online (Gibson, 2018)(Shahbaznezhad et al., 2021)(A. H. Busalim et al., 2019). Users are able to explore, interact with and buy things in a seamless manner because to the integration of numerous shopping elements into platforms such as Facebook, Instagram, Whatsapp and Telegram etc.,(Baethge et al., 2016)(Miah et al., 2022)(M. Singh & Singh, 2018)(Shahbaznezhad et al., 2021)(Khrais & Gabbori, 2023). These capabilities include product tagging, shop buttons and in-app transactions. In addition, the proliferation of influencer marketing and personalised content has dramatically increased the level of consumer involvement on these platforms, therefore blurring the distinctions between purchasing and entertainment (Valerio et al., 2019). There have been modifications in

consumer behaviour as a result of the convenience and participatory aspect of social commerce. This is especially true among younger demographics, who prefer the simplicity and immediacy of purchasing straight by means of their social feeds (Valerio et al., 2019). Consumers are increasingly affected by suggestions from their peers, material provided by consumers and real-time interactions that take place using live streaming and endorsements from influential individuals (Lai, 2010)(Mohr, 2015)(P. Singh et al., 2023)(Khrais & Gabbori, 2023). Due to these developments, established e-commerce enterprises have been compelled to re-evaluate their tactics and include social elements into their business models in order to maintain their competitive edge (Umair Manzoor et al., 2020). This study is to analyse the growing popularity of shopping by means of social media platforms and evaluate the influence that this trend has had on conventional forms of online commerce. In the current research, the authors investigate the primary forces that are driving social commerce, investigate the shifting behaviours of consumers and assess the ways in which this evolution is redefining the landscape of online shopping. The purpose of this paper is to give a complete knowledge of how companies can utilise social media to strengthen their market presence and adapt to developing customer preferences. This will be accomplished by doing an analysis of the factors that impact both traditional and social e-commerce models.

2. Review of Literature

2.1. Consumer Behaviour and Preference

A broad range of components contributes to the unique appeal of this modern business approach, influencing the behaviours and preferences of customers who engage in purchases through social media (N. Chen & Yang, 2020). A social commerce platform offers an interactive and personalised purchasing experience (J. Wang et al., 2022), addressing the evolving demands of customers, particularly among technologically adept younger generations (N. Chen & Yang, 2020)(Shahbaznezhad et al., 2021). The concept of social evidence significantly influences consumer behaviour (Sharma & Lijuan, 2014). In this setting, consumers heavily depend on peer comments, likes, shares and user-generated content when making purchase decisions (Gibson, 2018)(Lin et al., 2019)(A. H. Busalim et al., 2019). A sense of community is fostered around a company when a product is endorsed by friends or influencers on social media sites like Facebook, Instagram, Whatsapp and Telegram etc., (M. Singh & Singh, 2018)(Miah et al., 2022)(Shahbaznezhad et al., 2021). Which fosters trust in the brand. Influencer marketing is a successful strategy since consumers are more likely to accept recommendations from persons they like or regularly follow online (Jamil et al., 2022). This becomes influencer marketing an effective tactic. Moreover, user-generated content (UGC) such as reviews, snapshots and testimonials may significantly influence purchasing behaviour by providing authentic feedback that potential buyers consider pertinent (A. H. Busalim et al., 2019). In the domain of social commerce, customisation is a significant factor that affects consumer decision-making (Yadav & Rahman, 2018). Social media networks examine users' browsing history, activity and interests to provide highly targeted adverts and product recommendations (Lai, 2010). These are produced with the use of algorithms. The outcome is a cohesive experience for the buyer, creating the perception that the things are tailored just for them, hence enhancing the possibility of a purchase (Lai, 2010)(Gaurav & Suraj Ray, 2020). The visual appeal of social networking sites has a considerable effect. Instagram prioritises aesthetics by offering images, videos and reels that provide full product experiences often absent in traditional e-commerce platforms (Lin et al., 2019)(N. Chen & Yang, 2020)(Gaurav & Suraj Ray, 2020). Moreover, the contemporary consumer's need for quickness and ease is met by the convenience of purchasing directly from social media platforms, which provide functionalities such as in-app purchases and swift checkout. Minimising the processes necessary to complete a purchase makes the transaction more easy to understand. In social commerce, consumer behaviour and preferences are influenced by several factors, including social proof, influencer impact, customisation, visual engagement and comfort (Lai, 2010).

These attributes foster a dynamic purchasing landscape that traditional e-commerce struggles to capture.

2.2. Technological Integration

One of the most important factors contributing to the growth of social commerce is the smooth incorporation of shopping features into social media platforms (Attar et al., 2022), which is made possible by technological integration (Lin et al., 2019). Streamlining the overall shopping experience is accomplished by the implementation of key features such as shop buttons, product tagging and in-app purchasing (Daroch et al., 2021). These features enable users to explore and purchase things without having to leave the platform. The use of these technologies by social media platforms like as Instagram, Whats app, YouTube videos and Facebook has made it possible for marketers to promote their goods immediately inside the feeds, stories and live streams of their targeted audiences (McCluskey et al., 2016)(H. Wang et al., 2021)(Shahbaznezhad et al., 2021). Consumers are provided with individualised product suggestions that are based on their browsing history, interests and interactions when artificial intelligence (AI) and machine learning algorithms are used (Bargavi et al., 2022)(Khrais & Gabbori, 2023)(Asare et al., 2024). This promotes the personalisation of information. Not only does this boost user engagement (A. H. Busalim et al., 2019), but it also raises the likelihood of conversion since consumers are presented with items that are tailored to their preferences and requirements thanks to this. Additionally, immersive experiences may be created via the use of interactive technology like as live streaming and shoppable movies (Asare et al., 2024). These technologies enable customers to engage with items in real time (Dr. Srinivasan V; Anant Sanjeev Kamat, 2021). In order to improve their customer service, companies are using live chats, virtual consultations and chatbot help (P. Singh et al., 2023). This allows them to provide quick support and advice to customers while they are in the process of making a purchase (Jamil et al., 2022)(Rangaswamy et al., 2022). These technical improvements lead to a buying process that is more fluid, personalised and engaging. This is in contrast to the more transactional character of conventional e-commerce, which offers a new level of customer experience in the environment of the digital marketplace.

2.3. Social Media

A new wave of digital commerce is being driven by the strength of social media (Yan et al., 2016), which has evolved from a platform for social interactions into a forceful marketplace (Hajli, 2012)(A. H. Busalim et al., 2019)(Gibson, 2018)(Lin et al., 2019)(Curzi et al., 2019). Facebook, Instagram, Whatsapp and Telegram etc., are just some of the platforms that have incorporated shopping tools (Mohr, 2015)(Baethge et al., 2016)(Yadav & Rahman, 2018)(M. Singh & Singh, 2018)(Khrais & Gabbori, 2023)(N. Chen & Yang, 2020). These features enable users to explore, find and buy things without having to leave the app. This transition has resulted in the emergence of social commerce, which combines shopping, social interaction and entertainment into a single, cohesive experience (N. Chen & Yang, 2020). The visual and participatory element of social media platforms is what makes them appealing for buying purposes (Gibson, 2018)(A. H. Busalim et al., 2019). Brands are able to exhibit their goods in an engaging and genuine manner via the use of rich media like as films, photos and live broadcasts (Lin et al., 2019)(Shahbaznezhad et al., 2021). This makes it simpler for customers to visualise how the things they will be purchasing will fit into their life. The growth of influencer marketing has also played a significant impact, since influencers are responsible for producing material that is relevant to their audience (Szu-Ju Lin, 2011)(Attar et al., 2022), which in turn promotes the discovery of new products and builds trust (A. Busalim et al., 2024). The use of algorithms to curate personalised content makes it possible for social media platforms to guarantee that users are continually presented with items that are tailored to their tastes and actions. Not only does this tailored strategy improve user engagement (Lin et al., 2019)(A. Busalim et al., 2024), but it also results in increased conversion rates because of its effectiveness (A. Busalim et al., 2024). Real-time interactions,

including as live chats and comments, are also made possible by the platforms (A. H. Busalim et al., 2019). These interactions make it possible for brands and customers to communicate with one another in an instant, which in turn helps to create a shopping environment that is more dynamic and responsive.

2.4. Traditional E-Commerce

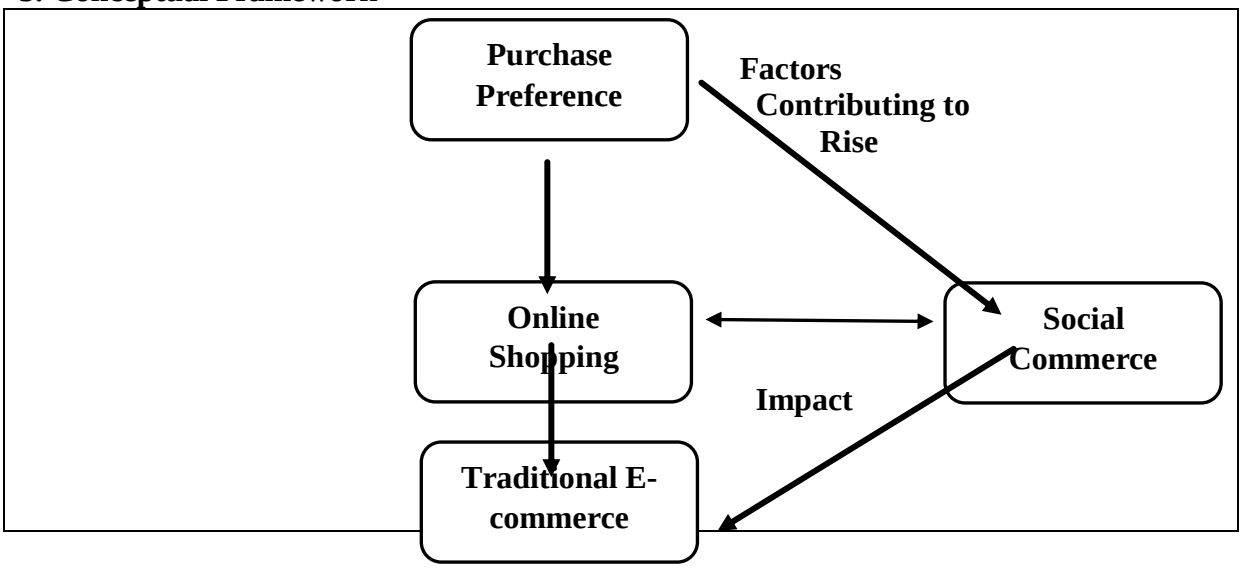
Online shopping using specialised websites and mobile applications is what is meant by the term "traditional e-commerce" (Asare et al., 2024). This kind of online shopping allows customers to explore and buy things in a transactional setting. Platforms such as Amazon, Flipkart and Shopify are examples of this paradigm (Nadiger et al., 2024)(Gibson, 2018)(Daroch et al., 2021). These platforms provide customers with a catalogue of items that is organised and often enormous, spanning a variety of categories (Dr Gajendar Kumar Jangir; Dr Mona Agarwal, 2024). Direct sales and an emphasis on user-friendliness are the driving forces behind traditional e-commerce (Lal Soni, 2023). This kind of e-commerce also has well-established search and filtering capabilities that assist consumers in locating particular items (Jamil et al., 2022)(Nadiger et al., 2024). A straightforward navigation system, safe payment methods and dependable customer support are some of the distinguishing characteristics of conventional e-commerce (Nadiger et al., 2024)(Chong et al., 2018). This is one of the defining characteristics of traditional e-commerce (Chong et al., 2018). There are often fewer options for interactive or social participation and the customer experience is typically linear, beginning with the search for a product and ending with the checkout process (Lai, 2010)(Sharma & Lijuan, 2014). In contrast to the dynamic user-generated information that can be found on social media platforms, reviews and ratings play a significant role in influencing purchasing choices; yet, they are mostly static with regard to the content that they include. Traditional e-commerce is very efficient in terms of reaching a large number of people (Nadiger et al., 2024)(Dr Gajendar Kumar Jangir; Dr Mona Agarwal, 2024); yet, it does not provide the same level of social engagement and visual immersion that social commerce does. Personalised or influencer-driven marketing is not as important as having a wide product selection and an expedient shopping experience(Jamil et al., 2022). The centre of attention is on delivering both of these things. Conventional e-commerce platforms are starting to include social elements in order to improve customer involvement and adapt to shifting consumer expectations. This is happening as social media commerce continues to develop.

2.5. E-Commerce Performance Variable

The performance factors of e-commerce are important indicators that are used in the process of evaluating the effectiveness and success of online retail platforms (Lin et al., 2019). With the assistance of these factors, companies are able to assess not only the results of their sales but also the degree to which they are able to engage and keep clients in a digital environment that is very competitive (M. Singh & Singh, 2018)(Zhu et al., 2019). One of the most important factors is the conversion rate, which provides a measurement of the proportion of site visitors who end up making a purchase (Rangaswamy et al., 2022). A high conversion rate is an indication that the user interface, product offers and marketing techniques of the platform are in line with the expectations of the consumers (Baethge et al., 2016)(A. Busalim et al., 2024). Keeping track of the amount of money that a company spends in order to attract each new client is another key measure that is known as customer acquisition cost (CAC) (Lal Soni, 2023). One of the most important indicators of performance efficiency is growing or maintaining sales while simultaneously lowering CAC. It is possible for firms to evaluate how well they are maximising each sale by calculating the average order value (AOV), which is the average amount spent on each transaction (Z. Chen et al., 2020). There is another important indicator known as the cart abandonment rate, which indicates the frequency with which users depart the site without completing a transaction. The optimisation of checkout procedures is often involved in the reduction of abandonment. Customers' long-term profitability is evaluated using a metric known as customer lifetime value (CLV) (Pascucci et

al., 2023), which takes into account both recurrent purchases and loyalty to a particular brand (Chowdhury et al., 2024). Finally, engagement rates, which include things like the amount of time spent on the website, bounce rates and repeat visits, demonstrate how effectively the platform is able to keep the attention of users, which is essential for overall growth and success over the long run.

3. Conceptual Framework



4. Research Methodology

4.1 Research Context

The present study focusses on the significant transformation of online buying behaviours influenced by the emergence of social commerce. Social media platforms, once designed for networking, have transformed into major retail channels, including features that enable in-app purchase, product discovery and customer interaction. This transformation has modified conventional e-commerce frameworks, necessitating enterprises to adjust their sales tactics to remain competitive in this evolving environment. This paper investigates the elements driving this transformation namely influencer marketing, personalised content and social proof, analyzing how social commerce is altering customer behaviour and affecting conventional online retail models.

4.2. Measurement and Scale Items

The statements were assessed on a 5-point Likert-type scale, with 1 representing "strongly disagree," 2 representing "disagree," 3 representing "neither disagree nor agree," 4 representing "agree," and 5 representing "strongly agree."

4.3. Objectives for the Study

1. To understand consumer behavior and preferences in social media-driven shopping experiences.
2. To identify the key factors contributing to the rise of social media as a shopping platform.
3. To evaluate the impact of social commerce on traditional e-commerce models

4.4. Hypothesis

H_{01}: There is no significant association between age group and purchase preference for shopping using social media.

H_{02}: There is no significant relationship between factors contributing social media as a shopping platform.

H_{03}: There is no significant impact of satisfaction level from the social commerce on traditional e-commerce model.

5. Analysis and Interpretation

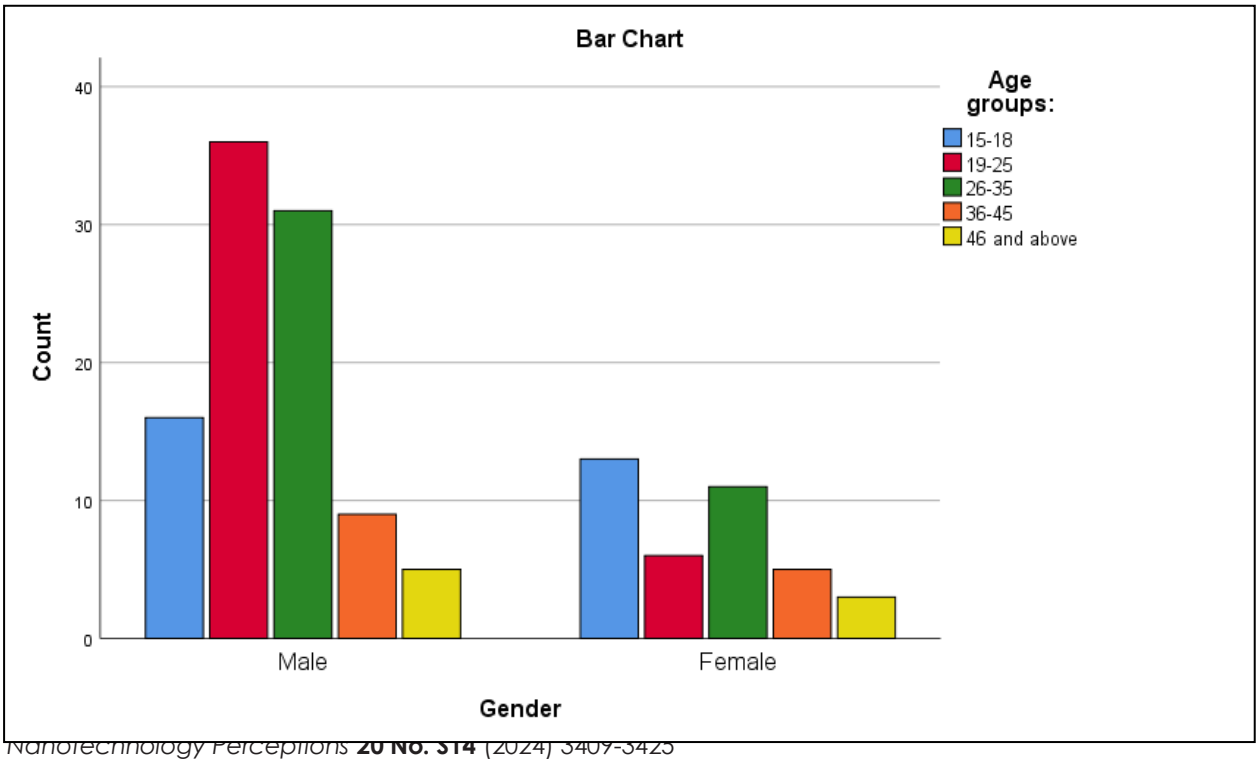
This section presents the findings from our thorough analysis of buying behaviour of **135** respondents over social media platform and traditional E-commerce. For the same, data have

been collected by the researcher which includes the purchase preference and pattern along with the factors which are contributing towards the rise of social commerce and its satisfaction level. The objective was to understand consumer behavior and preferences in social media-driven shopping experiences and to identify the key factors contributing to the rise of social media as a shopping platform, further more to evaluate the impact of social commerce on traditional e-commerce models. The data was processed and analysed using statistical methodologies like crosstab analysis, descriptive statistics, chi-square test, Regression and factor analysis to identify precise relationship and association between the preference and impact of factors of social commerce on traditional e-commerce. **Chi- square test** is employed to identify significant association between age groups and purchase preference for shopping under social media. The **factor analysis** tool will be employed. This tool will evaluate the statistical significance between factors contributing to the rise of social media as a shopping platform and **bivariate regression test** is been conducted to know the significant impact of satisfaction level with the shopping experience on social media platforms on traditional e-commerce models. This is been assessed using bivariate regression. One is the Dependent variable that is to be predicted, the other is independent variable that explains the variance in the dependent variable. The purpose of this kind of regression can be either prediction or explanation; however, bivariate regression is most frequently used to see how well scores on the dependent variable can be predicted from data on the independent variable.

Table no 1: Cross tabulation between Gender and Age groups

			Age groups					
			15-18	19-25	26-35	36-45	46 and above	Total
Gender	Male	Count	16	36	31	9	5	97
		Expected Count	20.8	30.2	30.2	10.1	5.7	97.0
		% within Gender	16.5%	37.1%	32.0%	9.3%	5.2%	100.0%
	Female	Count	13	6	11	5	3	38
		Expected Count	8.2	11.8	11.8	3.9	2.3	38.0
		% within Gender	34.2%	15.8%	28.9%	13.2%	7.9%	100.0%
Total		Count	29	42	42	14	8	135
		Expected Count	29.0	42.0	42.0	14.0	8.0	135.0
		% within Gender	21.5%	31.1%	31.1%	10.4%	5.9%	100.0%

Chart no 1: Chart showing Cross tabulation between Gender and Age groups



Interpretation:
The above table and chart illustrate the distribution of gender and age groups of 135 respondents in cross tabulation form, in which 97 of them are male and 38 of them are female. Out of 97 male respondents, 16.5% of them are from age group of 15-18 years, 37.1% of them are from 19-25 years of age group which is in majority towards the e-commerce from social media, 32% of them are from 26-35years, 9.3% of them are from 36-45 years of age group and 5.2% of them are of age above 46 years. Out of 38 female respondents, 34.2% of them are from age group of 15-18 years which is in majority towards the e-commerce from social media, 15.8% of them are from 19-25 years of age group, 28.9% of them are from 26-35years, 13.2% of them are from 36-45 years of age group and 7.9% of them are of age above 46 years.

Table no 2: Distribution of Preference of online Shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Traditional e-commerce websites	40	29.6	29.6	29.6
	Social media platforms	95	70.4	70.4	100.0
	Total	135	100.0	100.0	

Interpretation:
The above table depicts the distribution of 135 respondents towards the purchase preference of online shopping between the traditional e- commerce platforms and social media platforms. The trends observed from the data collected favors towards the social media shopping with majority of 70.4% out 135 respondents and remaining respondent's still uses the traditional e commerce platforms.

Table no 3: Distribution of purchase pattern between traditional E-commerce and social media shopping

Purchase pattern of Traditional E- commerce						***Purchase pattern of Social media shopping***			
		Freq	Percent	Valid Percent	Cumulative Percent	Freq	Percent	Valid Percent	Cumulative Percent
Valid	Daily	14	10.4	10.4	10.4	39	28.9	28.9	28.9
	Weekly	18	13.3	13.3	23.7	27	20.0	20.0	48.9
	Monthly	7	5.2	5.2	28.9	29	21.5	21.5	70.4
	Rarely	68	50.4	50.4	79.3	24	17.8	17.8	88.1
	Never	28	20.7	20.7	100.0	16	11.9	11.9	100.0
	Total	135	100.0	100.0		135	100.0	100.0	

Interpretation:
The above table shows the comparative distribution of 135 respondents towards the purchase pattern of traditional e-commerce platform like amazon, filpkart & other retail websites and Social media shopping through Facebook, Instagram, WhatsApp, telegram etc. It illustrate that there is an overall equal distribution in placing order with respect to social commerce but the respondents who places the order rarely (50.4%) uses the traditional e commerce platform.

5.1. Chi-Square test

Hypothesis:

H_0: There is no significant association between age groups and purchase preference for shopping under social media.
H_1: There is a significant association between age groups and purchase pattern and preference for shopping under social media.

Table no 4: Cross tabulation between Age groups and Purchase pattern of Social media shopping

			Purchase pattern of Social media shopping					Total
			Daily	Weekly	Monthly	Rarely	Never	
Age groups:	15-18	Count	5	11	4	5	4	29
		Expected Count	8.4	5.8	6.2	5.2	3.4	29.0
		% within Age groups:	17.2%	37.9%	13.8%	17.2%	13.8%	100.0%
	19-25	Count	21	3	7	9	2	42
		Expected Count	12.1	8.4	9.0	7.5	5.0	42.0
		% within Age groups:	50.0%	7.1%	16.7%	21.4%	4.8%	100.0%
	26-35	Count	12	6	11	6	7	42
		Expected Count	12.1	8.4	9.0	7.5	5.0	42.0
		% within Age groups:	28.6%	14.3%	26.2%	14.3%	16.7%	100.0%
	36-45	Count	0	5	5	2	2	14
		Expected Count	4.0	2.8	3.0	2.5	1.7	14.0
		% within Age groups:	0.0%	35.7%	35.7%	14.3%	14.3%	100.0%
	46 and above	Count	1	2	2	2	1	8
		Expected Count	2.3	1.6	1.7	1.4	.9	8.0
		% within Age groups:	12.5%	25.0%	25.0%	25.0%	12.5%	100.0%
Total		Count	39	27	29	24	16	135
		Expected Count	39.0	27.0	29.0	24.0	16.0	135.0
		% within Age groups:	28.9%	20.0%	21.5%	17.8%	11.9%	100.0%

Interpretation:
The above cross tabulation illustrate the purchase pattern of preferred social media shopping and the age groups of 135 respondents. In which out of 29 respondents who falls under the age group of 15-18 years purchase the weekly (37.5%) which is in majority and only 13.8% of them places the order monthly and 13.8% of never places at all. out of 42 respondents who falls under the age group of 19-25 years purchase the daily (50%) which is in majority and only 7.1% of them places the order weekly and 4.8% of them never places. out of 42 respondents who falls under the age group of 26-35 years purchase the daily (28.6%) which is in majority and only 14.3% of them places the order weekly and rarely too and 16.7% of them never places. out of 14 respondents who falls under the age group of 36-45 years purchase the weekly and monthly (35.7%) which is in majority and only 14.3% of them places the order rarely and 14.3% of them never places at all. out of 8 respondents who falls under the age group of 46 years and above equally except on daily basis.

Table no 5: Calculation of Chi-Square Tests
(Age group and Purchase pattern of Social media shopping)

	Value	df	Asymptotic Significance (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Significance	99% Confidence Interval		Significance	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	30.036[a]	16	.018	.016[b]	.013	.019			
Likelihood Ratio	33.561	16	.006	.012[b]	.009	.014			
Fisher's Exact Test	30.815			.005[b]	.003	.007			
Linear-by-Linear Association	1.756[c]	1	.185	.192[b]	.182	.202	.098[b]	.090	.106
N of Valid Cases	135								

a. 13 cells (52.0%) have expected count less than 5. The minimum expected count is .95.

b. Based on 10000 sampled tables with starting seed 221623949.

c. The standardized statistic is 1.325.

Table no 6: Calculation of Symmetric Measures
(Age group and Purchase pattern of Social media shopping)

		Value	Approximate Significance	Monte Carlo Significance		
				Significance	99% Confidence Interval	
					Lower Bound	Upper Bound
Nominal by Nominal	Phi	.472	.018	.016[c]	.013	.019
	Cramer's V	.236	.018	.016[c]	.013	.019
N of Valid Cases		135				

c. Based on 10000 sampled tables with starting seed 221623949.

Interpretation:

The test results revealed that the chi-square statistic value is 30.036 and the p value is less than 0.05. But it is invalid as there are 13 cell less than 5 count which is more than 20% where chi square is not suitable, so the Fisher's exact test is calculated and the value is 30.815 with a p value of Monte Carlo which is less than the significance value. Hence The alternative hypothesis has been accepted as there is a significant association between age groups and purchase pattern and preference for shopping under social media., but Phi and Cramer's v score (phi-0.472 and Cramer's V-0.236) shows the strength of the association as there is a moderate association, which means level of association in purchase pattern and preference for shopping under social media varies moderately between age groups.

5.2. Factor Analysis

Hypothesis:

H_0: There is no significant relationship between factors contributing to the rise of social media as a shopping platform.

H_1: There is a significant relationship between factors contributing to the rise of social media as a shopping platform.

Table no 7: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.929
Bartlett's Test of Sphericity	Approx. Chi-Square	1099.668
	Df	91
	Sig.	.000

Interpretation:

The above results indicate that a factor analysis can be applied to the set of given data as the value of KMO statistics is greater than 0.5, i.e., 0.929, and the Bartlett's test of sphericity represents the significance level towards factors for study as the p-value (chi-square = 1099.668, df = 91, p =.000) is less than the level of significance.

Table no 8: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.346	52.468	52.468	7.346	52.468	52.468	7.322	52.303	52.303
2	1.132	8.089	60.557	1.132	8.089	60.557	1.156	8.254	60.557
3	.841	6.010	66.568						
4	.743	5.310	71.878						
5	.692	4.942	76.819						
6	.584	4.173	80.992						
7	.524	3.745	84.737						
8	.471	3.363	88.100						
9	.406	2.897	90.997						
10	.330	2.355	93.352						
11	.298	2.129	95.481						
12	.231	1.653	97.134						
13	.212	1.517	98.651						
14	.189	1.349	100.000						
Extraction Method: Principal Component Analysis.									

Interpretation:

From the above table of total variance explained, there are two components extracted through principal component analysis, resulting in a total of 60.557 percent of the variations in the entire data set, which are considered based on Eigen values having more than 1 value, which are said to be significant. The percentage of variation explained by all both components is 52.303% and 8.254% respectively.

Table no 9: Component Matrix and Communalities

Communalities			**Component Matrix**	
	Initial	Extraction	1	2
F1	1.000	**.830**	.038	.910

F2	1.000	.581	.761	.051
F3	1.000	.453	.633	.228
F4	1.000	.693	.831	.034
F5	1.000	.554	.702	-.247
F6	1.000	.580	.760	.045
F7	1.000	.614	.767	.161
F8	1.000	**.717**	.846	-.038
F9	1.000	.662	.803	-.133
F10	1.000	.521	.722	-.021
F11	1.000	.664	.815	-.015
F12	1.000	.494	.612	-.346
F13	1.000	.651	.802	.088
F14	1.000	.465	.672	.112
Extraction Method: Principal Component Analysis.				

Interpretation:

The above table indicates the component matrix with communalities, i.e., factor loading of each component extracted with the principal component method, and communalities say the sum of squares of each value of a particular variable; it is a measure of the percentage of variable variation that is explained by factors. The highest communalities are F1 and F8 which indicate accountability of each variable by the underlying factors taken together.

Table no 10: Rotated Component Matrix[a]

		Component	
		1	2
F1	Convenience (ability to browse and purchase in one place)	.093	**.906**
F2	Influence of friends and family	.762	.004
F3	Recommendations from influencers	.646	.189
F4	Targeted ads and product recommendations	**.832**	-.016
F5	Exclusive discounts or promotions	.686	-.289
F6	Trendy or popular products seen on social media	.761	-.001
F7	User-generated content along Visual appeal of posts (e.g., reviews, photos from other users)	.775	.114
F8	Social proof (likes, comments, shares)	**.842**	-.089
F9	Live shopping events or live streams	.793	-.182
F10	Product customization options	.719	-.065
F11	In-app purchasing without leaving the platform	**.812**	-.064
F12	Easy access to customer service	.590	-.382
F13	Fast delivery options	**.806**	.039
F14	Payment security and ease	.678	.071
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.[a]			
a. Rotation converged in 3 iterations.			

Interpretation:

From the above study, two components have been extracted using an extraction method called principal component analysis, followed by a rotation method called Varimax with Kaiser Normalization, performed to the factor loading of each component extracted. We will use the rotated component matrix using 0.8 as a cut-off point for factor loading when naming the factors. Component 1 comprises of **F4** (Targeted ads and product recommendations.), **F8** (Social proof (likes, comments, shares)), **F11** (In-app purchasing without leaving the

platform) and **F13** (Fast delivery options). This can be named as **Engagement and Conversion Accelerators Factor.** Component 2 comprises of **F1** (Convenience (ability to browse and purchase in one place). This can be named as **Unified Shopping Factor.**

Therefore, From the Test of **KMO and Bartlett's test of sphericity** the factor analysis applied is said to be significant where P-value is less than the level of significance of 1% and 5% therefore **alternative Hypothesis** is satisfied as there is a **significant** relationship between factors contributing to the rise of social media as a shopping platform.

5.3. Bivariate Regression test

Hypothesis:

H_0: There is no significant impact of satisfaction level with the shopping experience on social media platforms on traditional e-commerce models.

H_1: There is a significant impact of satisfaction level with the shopping experience on social media platforms on traditional e-commerce models.

Table no 11: Model Summary Bivariate regression

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.171[a]	.029	.022	1.235
a. Predictors: (Constant), Satisfaction Level				

Table no 12: Result of ANOVA and F value

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.122	1	6.122	4.015	.047[b]
	Residual	202.812	133	1.525		
	Total	208.933	134			
a. Dependent Variable: Purchase pattern of Traditional E- commerce						
b. Predictors: (Constant), Satisfaction Level						

Table no 13: Results showing the Coefficients of independent variable and its significance level

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.942	.335		8.789	.000
	Satisfaction Level	.197	.098	.171	2.004	.047
a. Dependent Variable: Purchase pattern of Traditional E- commerce						

Interpretation:

The above tables show the result of the bivariate regression conducted between satisfaction level with the shopping experience on social media platforms and traditional e-commerce models., in which the hypothesis tests if satisfaction level with the shopping experience on social media platforms have a significant impact on traditional e-commerce models, and this model depicts the overall significant association between satisfaction level with the shopping experience on social media platforms and traditional e-commerce models, with a p value that is less than the significance value, $F\ (1,133) = 4.015$, $p<0.05$. Moreover, the $R^2 = 0.029$ indicates that the model explains 2.9% of the variance on traditional e-commerce models, and the satisfaction level with the shopping experience on social media platforms can predict the impact on traditional e-commerce models (b = 0.197, $p < .05$), which indicates that satisfaction level with the shopping experience on social media platforms can play a significant role in impacting on traditional e-commerce models. Hence, the null hypothesis is rejected and H_1 is

accepted; therefore, there is a significant impact of satisfaction level with the shopping experience on social media platforms on traditional e-commerce models.

6. Conclusion:

Consumer behaviour and traditional e-commerce models are undergoing substantial transformations as a result of the growth of social media as a shopping platform. Social commerce, which is driven by influencer marketing, personalised content and seamless technology integration, provides a purchasing experience that is more engaging and participatory. Traditional methods of online commerce are being forced to evolve by including social aspects in order to accommodate the growing demand from customers for platforms that combine social connection with easy shopping. Considering the fact that social commerce comes with enormous prospects for expansion, it also creates obstacles for firms who want to maintain their competitive edge. The key to the future of online shopping is to strike a balance between the two models, capitalising on the advantageous aspects of social networks while preserving the effectiveness of e-commerce. From the Present research study, the researchers identifies; Chi-square tests shows the strength of the association as there is a moderate association, which means level of association in purchase pattern and preference for shopping under social media varies moderately between age groups. The factor analysis applied is said to be significant where P-value is less than the level of significance of 1% and 5% therefore alternative Hypothesis is satisfied as there is a significant relationship between factors contributing to the rise of social media as a shopping platform. Meanwhile, bivariate regression conducted between satisfaction level with the shopping experience on social media platforms and traditional e-commerce models, with a p value that is less than the significance value, $F(1,133) = 4.015, p<0.05$. therefore, there is a significant impact of satisfaction level with the shopping experience on social media platforms on traditional e-commerce models.

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