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THE FACTOR INFLUENCES STUDENT'S ONLINE PURCHASING EXPERIENCES ACROSS A VARIETY OF SOCIAL MEDIA PLATFORMS

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ABSTRACT

This study examines the experiences of students at a university in northern Malaysia who make online purchases using social media platforms such as Facebook, TikTok, and Instagram. Social media has become an important online shopping platform due to the rapid growth of e-commerce, and it has a huge impact on consumer behavior, especially for younger consumers. The aim of the study is to understand what motivates students to use different social media platforms to make their online purchases, as well as the benefits and difficulties encountered and the satisfaction obtained. There are three objectives studied in this study, which are to identify the factor of perceived usefulness that influences student's online purchase intention, to identify the factor of perceived ease-of-use that influences student's online purchase intention and to identify the factor of trust that influences students' online purchase intention.

This study was conducted using a thematic analysis, involving a total of seven university students as respondents. The results of the analysis show that there are five factors that influence online purchase decisions. The five factors are: demonstration factors, comments, convenience, trustworthiness, and engaging content. The findings of this study have successfully answered the research questions and research objectives as mentioned before.

Keywords: Student, online purchasing, social media platforms.

INTRODUCTION

Malaysia's internet usage has continuously expanded since the establishment of JARING, an Internet Service Provider (ISP), in 1990 and TMNET in 1996. Malaysia's e-commerce prospects are promising, with more possibilities for online business and purchase. People are increasingly relying on internet platforms to meet their basic necessities and make transactions. As a result, in this study, the researcher investigated the reasons for purchasing and the behavior of the audience, particularly students, on platforms such as Instagram, Facebook, and Tik Tok. This is because the rapid proliferation of social media and digital networks has radically altered customer behavior, indirectly making e-commerce the most important market. Social commerce enables businesses to sell to anyone, anywhere, and at any time, resulting in speedier sales and a loyal consumer base in both local and worldwide markets. This approach can benefit both large corporations and small to medium-sized businesses from a variety of industries.

Social media has transformed from a communication tool to a powerful influencer in e-commerce. Through social commerce, users can make purchases directly on social networking apps or websites, eliminating the need for additional clicks and visits. Platforms like Instagram and TikTok have become popular for social commerce, with features that allow users to buy products directly from posts, stories, and advertisements. Influencers on Instagram and TikTok can now stream live and sell products in real time, utilizing shopping tags to facilitate purchases. Brands can also create digital catalogs for users to browse and make purchases directly through the app or their e-commerce

websites. Researchers explore social commerce in this study, defining it as online shopping through social media platforms. This study also discusses the potential of social media in increasing sales through customer experience and motivation. Additionally, also analyze the impact of co-experience on customer shopping experiences across multiple social media platforms.

The study focuses on the technical issue of customer experience and consumer behavior in online purchasing across various social media platforms. Customer experience is a key concern in this research, as shopping on social media combines social features with business elements. Technology and the internet have enhanced connectivity for individuals and organizations, facilitating online transactions through social commerce and e-commerce. However, security and trust issues have been raised by customers due to fraud incidents like receiving different products than ordered. Negative reviews can deter potential buyers, impacting online sales. Despite the convenience of online shopping, many consumers still prefer physical stores for a more personalized shopping experience. The study aims to explore factors influencing consumer behavior in online shopping on social media and analyze challenges and solutions in social commerce. Based on this premise, the study objectives are as follows.

- 1) To identify the factor of perceived usefulness that influences student's online purchase intention.
- 2) To identify the factor of perceived of ease-of-use that influences student's online purchase intention.
- 3) To identify the factor of trust that influences students' online purchase intention.

Perceived ease of use is a crucial factor that influences the propensity to make an online purchase. If users can easily browse for products, conduct transactions, and use social media sites, they are more likely to make a purchase. If the platforms are user-friendly and intuitive, users are more likely to make a purchase and have a positive shopping experience (Kasinphila et al., 2023). While perceived usefulness is a crucial element that influences online purchase intention across a variety of social media channels. Users' opinions of social media networks' suitability for online shopping depend on what they believe these platforms would offer in terms of benefits and needs. If a user feels that the platforms assist in finding products, comparing prices, and

making educated decisions, their propensity to purchase will increase (Ebrahimi et al., 2021). Another significant element influencing the decision to make an online purchase is trust. Customers must have confidence that the information provided by social media platforms is accurate and reliable. Consumers must also have faith in the safety of the transaction processing and the protection of their personal and financial information. If customers don't trust the platforms, they will be reluctant to purchase from them and might choose to shop somewhere else (Agag et al., 2022).

LITERATURE REVIEW

Liang and Turban (2011) defines social commerce as a business model selling goods and services through social media platforms like Facebook and Instagram. It involves advertising, browsing, purchasing, and completing transactions, with likes, shares, and retweets as key metrics. Social commerce aims to attract online shoppers by providing product recommendations and assistance, differentiating it from traditional e-commerce. Online marketing, including social networking and commerce, is utilized to promote online sales and engage customers on social shopping platforms. The communication of the future, is social media, which comprises of a plethora of internet-based tools and platforms that enhance and expand information sharing. The usage of the internet by people to exchange text, images, audio, video, and information in general is growing quickly. Social networking is crucial for both casual internet users and corporations.

Any cognitive, affective, emotional, social, and physical reactions to the retailer were all included in the customer experience. These characteristics also help to raise the customer's assessment of the value of the good or service they have bought. Beyari and Ghouth (2018) states that a consumer's experience is the outcome of several interactions that prompt a response from a consumer regarding a product, a business, or a part of its organization. It is meant that the client participates in this fully customized experience on multiple levels, including intellectual, emotional, sensual, physical, and spiritual. Cheema et al. (2013) study report examined the impact of enjoyment on online buying trends in the 21st century, using the TAM model. Online shopping has become increasingly popular in the 21st

century, allowing users to make purchases of goods and services over the internet. Advancements in technology have made it easier and more accessible for people to purchase these items. Despite recent increases in internet usage, online shopping remains unpopular in Pakistan. Marketers face a challenge as consumers are slow to adopt new technologies. This study attempts to develop a model based on the Technology Acceptance Model (TAM) to examine the factors that influence online purchasing intentions and explain why certain individuals are more likely to do so than others. The poll had 150 participants, including experts from various professions and college students. The recommended model was evaluated using regression analysis.

Abou Ali et al. (2020) conducted research on the factors that influence customers' purchase intentions in social commerce. This study examines the relationship between buy intention on social media and variables such as perceived risk, trust, online behavioral advertising, and social commerce frameworks. The study employed a judgmental sampling strategy to collect 384 surveys from individuals across Lebanon. Next, structural equation modeling (SEM) was utilized to analyze the data. This study provides valuable insights for marketers and academics on the factors that influence purchase intention in social commerce. This survey targets Lebanese individuals aged 15 and up who utilize social media sites. This age group comprises 4.52 million people, accounting for 85.6 percent of all Lebanese social media users, with 66 percent classed as such. Social media is now widely used for both leisure and business purposes. Social media has a significant impact on customer behavior. Social media allows users to connect with others, share ideas, and get feedback. Customers often seek product information, reviews, and recommendations from trustworthy sources on social media, according to studies.

Rehmani and Khan (2011) found that social media simplified communication between e-commerce marketers and their target clients. Consumers may easily access product information and compare it to other brands, resulting in brand loyalty. The study examined how the increasing number of internet and mobile phone users affects consumer purchasing decisions. The study aims to evaluate the impact of social media on Pakistani mobile phone consumers' buying intentions. In a poll of over 600 young people (51% of whom had made an online purchase in the preceding year), 40 percent indicated

they learned about the product online but bought it offline, whereas just 9.3 percent started and finished their search online. Almost 75 percent of respondents prefer to purchase in actual stores rather than online. Customers use multiple channels and methods, including online searches, to make purchases. Although social media has made it easier to share information, its impact has not been widely felt.

Abdullah et al. (2020) investigates how social media influencers (SMIs) on Instagram influence the purchase intentions of fashion products among students at Universiti Malaysia Kelantan. The research is grounded in the Ohanian Model of Source Credibility, which assesses the persuasiveness of a message based on the credibility of the source, measured by expertise, trustworthiness, and attractiveness. The study adapts this model to the context of social media, focusing on the influencer's likability, similarity, and familiarity, and their impact on consumer behavior. The study employs a quantitative approach, distributing questionnaires to 148 students using convenience sampling. The questionnaire was divided into sections, including demographics and items measuring the influence of SMIs on purchase intention, using a 5-point Likert scale. The researchers found that likability, trustworthiness, and familiarity significantly influence purchase intentions, with likability showing the highest correlation. The findings of the study have implications for fashion marketers, suggesting that strategies leveraging SMIs' likability, trustworthiness, and familiarity could be more effective in influencing consumer behavior. The study concludes that SMIs on Instagram have a powerful impact on the purchase intentions of fashion products among the student population studied.

Sawmong (2022) conducted research on the impact of social media on client purchasing behavior during live selling. Companies are increasingly relying on social networking to enhance their online marketing efforts. Due to the rapid growth of social media, businesses recognize the importance of improving customer connections and collaboration to increase sales. Social media platforms enable firms to efficiently engage with clients in this sector. Social media features like product comparison, user engagement, and reviews can significantly influence purchasing decisions. Consumers use these traits to inform their ultimate decision also consumers use these traits to learn about products and services, analyze feedback, and compare possibilities before making a final decision. Non-store buying settings, such as

social networking sites, are associated with convenience, leading to faster and easier purchases.

Cabales et al. (2023) investigate into the impact of social media marketing (SMM) on senior high school students' purchasing behavior (CPB). The study uses a non-experimental quantitative research approach with validated questionnaires to collect data. The study's findings show that senior high school students have a high level of social media marketing and customer purchasing behavior, indicating that these variables occur frequently. There is a substantial positive association between social media marketing and customer purchasing behavior, with quality content emerging as the most influential domain of social media marketing on CPB, however frequency of visits also has a considerable impact. The study reveals that social media marketing greatly influences senior high's purchase decisions.

Online buying behavior is the act of purchasing goods or services over the Internet. Shopping is a sort of consumer activity in which a person feels compelled to obtain a product or service, but not just for that reason. Individuals may develop additional demands or incentives for shopping. People's shopping reasons refer to the ambitions or desires that drive their purchases. A number of social and psychological demands motivate buyers. Topaloğlu (2012) identifies two types of motivations: social and individual. Individual motives include social experience, communication with others, peer group appeal, status and authority, and a desire to trade. Individual incentives include self-satisfaction, role play, distraction, physical exertion, and sensory stimulation. There are two types of motivation for shopping: functional and non-functional. Aside from actual infrastructure, functional incentive includes aspects such as product quality, choice, and convenience. Nonfunctional reasons include the urge for external communication.

Technology Acceptance Model (TAM)

Online shoppers' conduct is known as "social shopping." All consumers are looking for trustworthy, helpful, and user-friendly internet retailers. The Technology Acceptance Model (TAM) is employed to ascertain the factors that impact online purchasing decisions. The three factors are perceived usefulness, perceived ease of use, and trust. Perceived usefulness in online shopping refers to the customer's belief that it

enhances their shopping experience by helping them reach their goals effectively. The ease of comparing social commerce websites also contributes to the perceived value of information. Perceived ease of use involves convenient ordering, better navigation, and accessible information, encouraging consumers to make purchases online. Trust in technology is crucial for online purchases, as buyers rely on websites as informational resources and must trust in the safety of online transactions. Customers' trust in internet technology and online commerce plays a significant role in their decision to shop online. Overall, perceived usefulness, ease of use, and trust are key factors influencing consumers' online shopping behavior. These elements shape their perception of the online shopping experience and impact their purchasing decisions.

For that reason, the Technology Acceptance Model (TAM) was originally created to understand how users interact with technology in the workplace, focusing on the intention to act as a primary component (Davis et al., 2024). Davis' model, based on the Theory of Reasoned Action (TRA), emphasizes perceived trust as one of the external variables influencing online purchasing willingness. Perceived usefulness and ease of use, along with perceptual delight, play crucial roles in determining individuals' acceptance of new technology. Social shopping has seen significant growth in response to modern living demands, offering benefits like convenience, cost savings, and a wide range of products. Customer intention in online shopping is influenced by advertising and peer influence. The Technology Acceptance Model (TAM) considers purchase intention crucial. In social commerce, online purchase intention involves searching for products, reading reviews, selecting a seller, and completing the transaction.

The extended TAM, incorporating factors like purchase intention and trust, sheds light on what drives online purchasing behavior. Perceived usefulness, ease of use, and trust are key variables influencing online shopping decisions. Perceived usefulness in online purchasing revolves around the belief that shopping online enhances performance, while perceived ease of use encompasses easy navigation and convenient ordering. Trust is crucial in online transactions, especially since customers can't physically assess products. Trust in internet technology and online commerce significantly impacts customers' purchasing decisions. Overall, the TAM helps identify factors influencing online purchasing behavior, emphasizing the importance

of perceived usefulness, ease of use, and trust in driving consumer decisions.

METHODOLOGY

Procedure

The initial stage of this research is to identify the problem or knowledge gap that needs to be investigated. Once the problem has been identified, the study topic or questions are defined. In some circumstances, an exploratory study may be necessary to clarify the problem and research topics. This may include focus groups, interviews, or other qualitative research methods. The outcomes of the exploratory investigation inform the study proposal, which comprises the research design, data collection tactics, and analytic approaches. The research design outlines the study's nature, objectives, duration, scope, and setting. A data collection tool is developed, such as interview guidelines or observation methods. Before collecting data from the larger sample, a pilot study is carried out to assess instrument validity and reliability. Data is collected using a variety of ways, including surveys, experiments, and observation. The data is then evaluated for patterns, themes, or relationships that answer the study questions. Finally, the research findings are explained, together with their implications, limitations, and outcomes, and the academic community is encouraged to contribute to the subject's knowledge.

Research Design

The researcher utilizes qualitative research to gain a comprehensive understanding of social phenomena in their natural settings. This type of research focuses on emotions, concepts, and experiences, emphasizing the reasons behind social phenomena. Qualitative research is effective in investigating techniques, raising sensitivity to environmental factors, and allowing exploration of unexpected ideas. Another significant phenomenon is social commerce, which has emerged from the combination of social media and e-commerce. Platforms like Facebook, Instagram, and TikTok have experienced rapid expansion globally, providing businesses with the opportunity to establish direct relationships with consumers. Communication through social media allows for interactivity between parties, making it a popular choice for online purchasing.

Data Collection

This study's population and data collection consists of university student in Perlis. Respondents who are the researcher's target should have prior experience making purchases online via a variety of social media platforms. The intended audience consists of 41 students who specialize in engineering entrepreneurship and international business. Therefore, the population would be made up of people who know that social media commodities exist and who routinely purchase items or services. The researcher's goal is to assemble a representative sample that captures the range of student preferences and online buying behaviors. In order for the researcher to generalize the study findings based on particular demographics, choosing the study participants is essential. As a result, the researcher employed non-probability methods. The non-probability approach enables the researcher to look into particular occurrences and come up with meaningful results. When examining current theoretical understandings or developing new ones, the non-probability sample is utilized.

Individuals are not chosen at random, but rather according to their accessibility. Several methods are used to reach and collect respondents for this research. The researcher utilizes personal networks and referrals to find qualified respondents experienced in using social media for online purchases. Convenience sampling is also employed, targeting places such as libraries and cafeterias frequently visited by students. Researchers establish contact with students, provide a study summary, and ask for their voluntary involvement with proper ethical safeguards in place. Students were strategically chosen as the research's target audience due to their demographic group. Being born and raised in the digital age, they may provide insights into online shopping habits and are considered early adopters of trends and technologies like social media-based shopping. Focusing on this age range ensures a degree of uniformity in experiences and knowledge of social media, reducing the possibility of confounding variables. The research specifically focuses on interviewing 23- or 24-year-old students. These students are more reachable and have a deeper understanding of social media. The study interviews 7 women participants from this faculty who have experience purchasing through multiple social media platforms. It was noted by Pradhana and Sastiono (2019) that women shop online more frequently than males do. For this study, the researcher only used 7 informants because it was determined that their responses

would be adequate to collect the data required to achieve the study's goals (Dworkin, 2012).

Finding out more about the participant's thoughts, experiences, and challenges with online shopping via various social media platforms is the aim of the interview questions in this study. For instance, questions might center on their preferred social media platforms for online shopping, the factors that influence their decisions, their level of satisfaction with the entire experience, concerns about security and dependability, customer service, and any issues they ran into. A series of questions intended to guide and facilitate semi-structured open-ended interviews with math instructors who use technology is known as an interview protocol, as noted by Roberts (2020). This method encourages focused discussions on the unique experiences of research participants and aids in capturing the chronological flow of events during interviews. The researcher conducted semi-structured interviews, which are highly successful and versatile for qualitative research. Setting precise objectives allows researchers to focus on interviews and keep sessions on track, maximizing the benefits of this research approach. The researcher transcribed and analyzed the interview to identify themes and sub-themes relevant to the research aims.

Data Analysis

The Technology Acceptance Model (TAM) is used to analyze factors influencing online purchase intention in social commerce settings. TAM helps identify decision-making elements and predicts how and when people will adopt new technologies, impacting online shoppers' behavior on social media. Social media platforms offer live-streaming and increased product diversity, with 43 percent of customers using social media to search for products. Users commonly make purchases on platforms like Facebook, Instagram, and TikTok due to high conversion rates. Research on variables affecting consumers' online purchasing decisions is crucial in understanding customer motivation and experience. The study focuses on user experience and post-purchase experience theory to explore how social media influences purchasing behavior. Factors like perceived usefulness, perceived ease of use, and trust play significant roles in determining online purchase intentions. Users are more likely to make purchases if they find social media platforms user-friendly and trustworthy for their transactions.

Finding, assessing, and interpreting patterns or themes in textual data is feasible with the use of qualitative research techniques, one of which is thematic analysis (Squires, 2023). It comprises meticulously coding the data, searching for recurring themes or concepts, and organizing the material into appropriate categories. By employing this technique, researchers want to get insight into participants' perspectives, experiences, and opinions regarding the chosen topic. Thematic analysis introduces them to a wider audience, and if necessary, separates them from these overarching themes. Another advantage, especially in education and training, is that it is a technique rather than a methodology. Unlike many qualitative approaches, this method is not limited by a specific theoretical or epistemological perspective. This provides flexibility, which is crucial for the diverse responsibilities of teaching and learning.

The researcher utilized Saraswati Dawadi (2021) step-by-step method for thematic analysis. The interview data will be transcribed based on this qualitative analysis guideline. The process involves: (a) familiarization of data by reading and rereading the transcripts, (b) generating initial codes by systematically coding interesting aspects and compiling duplicates, (c) searching for themes by grouping codes to identify meaningful trends and connections, (d) reviewing themes to determine their relevance and potentially modifying or merging them, (e) defining and naming themes to capture their essence, and (f) generating a report with sufficient evidence to support the conclusion.

RESULTS AND DISCUSSION

This study explored student's online shopping experiences across various social media platforms like Facebook, Instagram, and TikTok. Findings from interviews with 7 participants which is Informant A, B, C, D, E, F & G revealed factors such as perceived usefulness, ease of use, and trust influencing online purchase intention. The study also highlighted themes enhancing customer experience on social media platforms. Multiple quotes from one informant were linked to these themes and the following themes highlight the characteristics that improve consumer experience on social media sites.

Factors of Perceived Usefulness

The findings show that demonstration is the key factor in perceived usefulness, specifically through showing the real image and videos

of the product. This influences online purchase intention as it allows buyers to judge the product's quality and appearance. Viewing real goods in pictures or videos boosts buyer confidence and reduces concerns with online buying. Sellers who personally demonstrate their products can attract customers to make a purchase (Peng et al., 2020).

Demonstration

The first theme discussed is demonstration, which can enhance the shopping experience by showcasing the actual product in videos. Sellers demonstrate the product through tests and wearing it, boosting confidence in purchasing through social media. Informants highlighted that seeing real images and videos helps them make informed decisions and increases their confidence in the product's quality. By showing the real material and effects, purchasers can better understand the product details, leading to more successful purchases. A few quotes from the informants for the first themes which is demonstration in perceives usefulness are:

“I can see picture of how the bracelet looks like on me because of the variety of images that showed it on different individuals in different situations, which helped to ease the anxiety that comes with internet buying. I feel I’m informed and confident in my decision to buy the bracelet because of the information that was presented in details.”

(Informants A)

“I saw a post from a fitness influencer introducing a new line of sportswear that is visually form. The post contained comprehensive details on the material, fit, and performance advantages of the product. The seller demonstrates the item where the seller put on the cloth, she sells can make me know better and how it looks. So, I can make better decisions about the products.”

(Informant B)

“Through the live videos, I was able to see the seller demonstrate the products and make me able to see the real effect.”

(Informant C)

Factors of Perceived Ease-of-Use

The second factor, perceived ease-of-use greatly impacts online purchase intentions (Ramayah & Ignatius, 2005). It can be categorized into two themes: comments and convenience. Comments focus on gathering information about the product, while convenience includes direct purchase links, interactive features, and easy payment. The user-friendliness of the online shopping process is crucial (Zhao & Rojnjiruttikul, 2023). Users can ask questions and leave comments to receive responses from sellers or previous customers, aiding in informed purchasing decisions. Convenience is also important, with easy navigation, a simple checkout process, and features like easy browsing, searching, and product locating enhancing the shopping experience. A user-friendly design that saves time and effort is essential for motivating customers to make online purchases.

Comment

The second theme on the platform is comments, where buyers can ask questions about products and sellers will respond. Customers like Informant F browse through comments to gather more information. By using the comment feature, buyers can learn more about products, view comments from past purchasers, access direct purchase links, and make informed decisions. This interactive feature allows customers to explore different questions and reviews before making a purchase, mentioned by some informants. A few quotes from the informants for the comments in the second factor which is perceived ease-of-use are:

“I also like to see the comments section from the posts of the images and videos where I can see the comments on the products from the purchasers. From the comments, I can know is there are a lot of people interested and satisfied with the product and if is it worth having a try on it. For example, the length and color of the shirt same as the image that the seller showing or not.”

(Informants E)

“My opinion of how useful a good is and my decision to buy are influenced by user reviews and comments. Social media platforms like Instagram have comment sections where users share their experiences with the product.

Positive reviews and honest comments increase my confidence in the product's quality and reliability, making me more likely to purchase."

(Informant F)

"Instagram allows me to scroll through different pages from different sellers and it is easy with just a click on the links on the page can view the shop's products. Also, it is easy for me to go through see the likes, comments, and the platforms can have Q&A session with the sellers which has me it easy for me to know more about the product like the size of the pants."

(Informant B)

Convenience

The next theme is convenience, which is crucial for a better purchasing experience according to informants B and A. They emphasize the importance of ease of use and convenience offered by social media platforms. Informant B mentions that the time and effort required to make a purchase is significantly reduced when browsing, searching, and finding items is easy. Informant A also highlights the need for an intuitive user interface that enables seamless navigation and quick transactions. Features like swipe-up links in stories and instant responses to queries make the shopping process easier. Users appreciate simplified checkout procedures that save time and increase the likelihood of completing a purchase. Shopping on social media is convenient as users can browse and order without leaving their homes. A few quotes from the informants for the convenience theme in the second factor which is perceived ease-of-use are:

"When the platforms are easy to browse, search, and find products it reduces the effort and time required to find. For example, for me, it is important the features like simplified checkout processes that contribute to a smoother shopping experience."

(Informant B)

"The website had straight forward layout that made navigating feel simple. I was able to browse through several categories and locate precisely what I was

searching for without any misunderstanding because of the clear labeling and simple design.”

(Informant A)

Factors of Trust

Trust factor plays a crucial role in determining online purchase intentions (To & Trinh, 2021). Factors that contribute to trust include trustworthiness, verified profiles, safety features, and credibility of reviews. Additionally, engaging content and influencer endorsements also contribute to trust. Establishing trust requires positive user feedback, transparent communication, and trustworthy information. Verified profiles and strong safety measures further enhance trust by reducing the likelihood of encountering fake accounts and providing user confidence through features like privacy protection and verified accounts. Reliable reviews are essential in assuring customers that their money and personal information is safe. Trust is also fostered through endorsements from reputable influencers (Hu, Zhang & Wang, 2019). Overall, trust is established through credible information, authentic profiles, and interesting content, influencing customers' intent to make online purchases.

Trustworthiness

Customer trust is crucial, impacting purchase decisions on social media. Informants stress the importance of reliable information, open communication, and user feedback in boosting confidence. Verified accounts, blue checkmarks, privacy protection, and fraud prevention are necessary for trust. Trust is built through positive reviews and buyer protection features. Reliable user ratings and reviews increase trust, while safety measures like verified profiles and robust privacy policies enhance confidence. Informant A highlights secure payment methods and client protection guidelines for a trustworthy environment, increasing customer confidence in making purchases. A few quotes from the informants for this theme are:

“Urh I think having real and trustworthy reviews can go a long way toward increasing trust in a platform. Positive reviews and high ratings from other users can boost confidence in product quality and reliability.”

(Informant D)

“When making an online purchase, urh I got faced a situation where my trust in a social media platform played a major role when I bought a camera. The platform was known for its complete customer protection policies, including guarantees on products and secure payment methods.”

(Informant A)

“While browsing Facebook, I saw a post from a fashion blogger I follow who had shared a purse. The post included a detailed review, including high-quality pictures, a video showing the design of the purse, and a discount code. This influencer has influenced my shopping decisions where she give helpful reviews, and her recommendations and experience with the product gave me confidence in its quality.”

(Informants E)

Engaging Content

Engaging content on social media platforms, particularly influencer endorsements, greatly influences users' purchase decisions. Informants highlighted the impact of celebrity endorsements on consumers. Interactive content like unboxings, live videos, and demos provide users with a deeper understanding of products, enhancing their shopping experience. High-quality photos and videos showcasing products in various contexts help reduce uncertainty in online purchases. Demonstrations by sellers and comments from other users further enhance the purchasing process. Verified profiles, safety features, and real-time feedback contribute to the trust users have in social media platforms for shopping. Overall, these factors increase user experience and drive purchases through social media channels. A few quotes from the informants for this theme are:

“While browsing Facebook, I saw a post from a fashion blogger I follow who had shared a purse. The post included a detailed review, including high-quality pictures, a video showing the design of the purse, and a discount code. This influencer has influenced my shopping decisions where she give helpful reviews, and her recommendations and experience with the product gave me confidence in its quality.”

(Informants E)

“I saw a post from a fitness influencer introducing a new line of sportswear. My opinion about the product’s worth or not was influenced by the influencer’s recommendation as well as the pictures and live videos that showed how the sportswear was used in various training situations and different angles.”

(Informant B)

“Ya I still remember when I saw several Instagram stories from a beauty influencer I follow, and it made me decide to buy a new skincare product. She gave a comprehensive overview of the product through a short video and also live video.”

(Informant C)

User reviews on social media play a big role in influencing people’s purchasing decisions. You can assess a product’s reliability and quality by reading the reviews and comments made by prior users. We call this social proof. Read reviews from past customers to get information about a product’s usability, durability, and general contentment. These reviews answer prospective customers’ concerns and provide them a better understanding of the product.

CONCLUSION

The results of this study demonstrate how individuals’ behavior or attitudes when making purchases on social networking sites are patterned. It is the seller’s responsibility to draw customers to their products by using social media channels that they find appealing. The goal of this is to improve user experience and motivation to make purchases across various social media sites. One element that might improve the customer experience while making purchases on social media sites is seller demonstration. Additionally, it’s critical that social networking platform sellers offer their customers high-quality goods. This is a result of a comment box that makes it simple for customers to provide product feedback. A key factor in improving the social media shopping experience is the accessibility of product demos. Seeing a product in person, especially when making an online buy, increases customer trust and helps them visualize their purchase. Product demos help clients visualize a product in their lives by demonstrating

how it functions and potential uses. Sincere demos are essential to a trustworthy online purchasing experience. User reviews are important because they offer social proof of a product's trustworthiness and quality, which influences consumers' purchase decisions. Online shoppers value convenience above all else, and seamless transactions depends on a straightforward and safe payment process. Establishing trust is essential, and a safe and secure shopping environment is ensured by verified vendor profiles that boost trustworthiness. Longer site engagement and increased customer trust are fostered by engaging content, which includes influencer endorsements.

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