

# **Global Shifts: Commerce and Economics in the Age of Technology and Sustainability**

**(Volume-1)**

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## **Chapter-20**

# **The Impact of Social Media on Shopping Behaviour of Consumer**

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### ***Abstract:***

Social media has transformed shopping behaviour by reshaping how consumers discover, evaluate, and purchase products. e-platforms such as Facebook, Instagram, TikTok, and Pinterest enable brands to present products directly to users through targeted advertisements, influencer promotions, and organic content. Visual-centric features, shoppable content, and integrated social commerce tools have streamlined the consumer journey, making it easier to transition from discovery to purchase within the same platform. Social proof, including user-generated content and influencer endorsements, plays a significant role in building trust and driving purchasing decisions. Advanced algorithms personalize the shopping experience by analyzing user preferences and delivering customized ads. This personalization fosters impulsive buying behaviour, often driven by time-sensitive promotions and interactive features. The emergence of social commerce further integrates e-commerce into social media, offering seamless in-app shopping experiences that benefit both consumers and brands. Influencers have become pivotal in shaping consumer trust and engagement, leveraging their authenticity and relatability to promote products effectively. Social media also empowers consumers by providing tools for comparison shopping, reviews, and direct interaction with brands. Additionally, it has democratized advertising, enabling