

## Changing Patterns of Teenage Consumer Behaviour in The Era of Social Commerce

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### ABSTRACT

*A young person's life is being shouted at by the voice of media and the internet, whether it's through a vivid magazine image, a television commercial, or an internet pop-up ad. Teenagers are responding to media advertisements by modifying their lifestyles and values in accordance with these influences. Marketers are fighting to find the best way to attract and influence consumers. The silver lining here is that the popularity and increased usage of social media that has led to the growth of user-generated content, and the publishing of consumer opinions. The study was conducted with the objective to understand the changing patterns of teenage buying behaviour in the era of social commerce. In order to achieve this objective, various social media factors influencing teenage buying behaviour has been extracted, examine the shift in teenage buying behaviour towards S-Commerce and examining their mediating role of brand consciousness between social media and buying behaviour.*

**KEYWORDS:** Social Commerce, Teenage Consumer Behaviour, Social Media Advertisement, Youth Purchase decisions.

### INTRODUCTION

#### “If You Want to Know How to Sell More, Then You Better Know Why Customers Buy”

Steve Ferrante

Whether it's a vivid magazine cover, a television commercial, or an internet pop-up ad, the media and the internet are making their voices heard in a young person's life. Teens are responding to media advertising by forming their values and way of life in accordance with these messages. Modern marketing is drastically different from its more traditional predecessors. In the past, brands and more conventional forms of advertising like television, radio, magazines, etc., would often employ celebrities to boost their own visibility and popularity. But now, thanks to technological progress, a plethora of new marketing avenues have surfaced. Plus, famous people aren't the only ones who can participate. Ads are everywhere these days, thanks to the rise of the World Wide Web (WWW). People see them on television, in movies, in online newspapers, in podcasts, while walking down the street, in stores, and countless other places. Everywhere you look, there are advertisements pushing for your attention. In

addition, customers see them as mere background noise, and their effectiveness is declining due to the ad jungle. A mere fourteen percent of people polled by Infolink—a digital advertising platform—could name and describe the most recent ad they saw. According to Talaverna (2015), paid services like Spotify and Netflix are quite popular since they allow users to pay a premium to avoid commercials. Ad blocking software, which eliminates the need to view internet advertisements is also extensively utilized (Dogtiev, 2016). Countless advertisements abound, that much is certain. There is a lot of competition among marketers to determine how to sway customers. There is some good news: user-generated content and consumer opinion publishing have flourished thanks to the rise in popularity and use of social media. According to Bianchi et al. (2017), marketers began to see social media platforms as crucial avenues to communicate and engage with customers as the number of social media users continued to rise. Users and peers alike are more likely to believe content made by their peers than any other type of media. Because of this, there is a greater need than ever before for businesses to create engaging user-generated content that can be

quickly shared among prospective customers. Opinion leaders/social media influencers are people on these platforms who are credible, knowledgeable, and experienced in a certain field; they may therefore influence the buying decision of the target audience. Because of this, a whole new marketing strategy has emerged: social media influencer marketing. According to Freberg (2011), social media influencers often discuss their day-to-day experiences, knowledge, opinions, and suggestions based on their prior experience or expertise. Through social media influencer marketing, brands find and recruit influential users of social media to promote their products and services in an effort to boost sales and ultimately revenue. Social media is a great way to engage with influencers since consumers listen to their friends' opinions more when making purchases. With influencers, people have more faith. Companies have it tough already, and consumers aren't buying into celebrity endorsements anymore; instead, they'd rather have non-celebrity influencers vouch for their products through reviews and comments written by regular people who have used them. Influencer marketing has emerged as a fast expanding marketing strategy in numerous industries, driven by the extraordinary increase in the number of followers of social media influencers. Social media influencer marketing has a disproportionate impact on the fashion business. A significant shift in internet usage has been the shift from user's merely consuming information to users actively contributing to the creation of material on the "World Wide Web" (WWW). Experts anticipate significant social, economic, and political ramifications, as well as a decline in the economic clout of traditional media, to accompany these shifts (Bernoff T.A. 2008). The dissemination of knowledge is evolving due to the rise of online social networking Websites like Facebook, Orkut, MySpace, and Twitter have made it easier for people to communicate with one another online. The way consumers view certain businesses, products, or brands begins to take shape. Consequently, businesses are figuring out how to take advantage of this growth opportunity. Through these online networking platforms, businesses have come to appreciate the network's importance.

Also, advertising strategies have evolved in recent years. 'Word of mouth' is a key factor in consumers' decision to buy, as they no longer believe media and ads. Also, the industry of social media marketing has only been around for a short while. In order to stay in business, a corporation needs to be ready for this shift in demographics. However, it's quite challenging to create a social network website and anticipate regular visits from users. In addition to providing a technological platform for users to maintain and develop relationships, online social networking platforms like Facebook and Twitter also allow users to express themselves and their opinions or thoughts to a large public. In 2007 Boyd et al., People can voice their opinions, both positive and bad, on social media platforms, where they are visible to all users. 'Word of mouth' is a powerful decision-maker, as previously explained. Sales go up and public perception of the brand goes up when people have nice things to say about it. What if someone were to post a critical review on one of these sites? Making use of social media platforms as advertising avenues is, nevertheless, not without serious drawbacks. A company's stellar reputation could take a hit if its social media accounts are misused on platforms like Facebook or Twitter. The crucial question of how to effectively employ social network marketing remains unanswered, as this makes very evident.

## REVIEW OF RELATED LITERATURE

The literature review is the most important part of the Study because it guides the research and results that come after. It is very important for any study to do a quick review of the related literature. Some places to find related literature are different pieces in journals, books, newspapers, magazines, and websites. In this part, we looked at the past research on teenage consumer behaviour in the era of social commerce to find the research problems and gaps that haven't been looked into yet. Here is a summary of the works that were used for this study.

**Akbar, K. et al (2020)** Find out how customers in Pakistan's buying habits are affected by brand image, brand trust, and brand effect. With the help of convenience sampling, a group of 390 people were chosen at random. The results of the partial least squares structural equation modelling showed

that brand image, brand trust, and brand affect all have a good effect on how people buy brands. People buy expensive brands because they like the way those brands look. Not only do brand managers have to worry about the goods they sell, but they also have to earn the trust of customers. To get people to love a company, social and personal ideals are more important than anything else.

**Ida, R., & Saud, M. (2020)** in their study titled "An empirical study of how young people use social media, learn about politics, and get involved: "A Comparative Study of Indonesia and Pakistan" looked at how social media can help people who want to get into politics and whether using social media can make young people more likely to get involved in politics. A simple random picking method was used to choose a sample of 400 people to answer the survey. The study found that people between the ages of 18 and 24 are mostly involved in and active in their own politics. Correlation research showed that using social media and getting involved in politics are both linked in a good way.

**Khoiriyah, U (2020)** finds out how students' use of social media, economic knowledge, and their relationships with their peers affect their shopping habits. A random sample of 166 people was chosen. According to the results of descriptive data, there was some good change in the way teens bought things. If the groups of friends are changed, so will the way people buy things. If you don't engage with your peers as much, you will also behave less consumptively. The study also found a bad link between students' knowledge of economics and how they spend their money. According to research, if kids learn more about money, they will spend less in total. The way people use social media and the things they buy are related in a good way. As more kids use social media, more will be consumed.

**Kumar, V et al. (2020)** sought to find out how customers' attitude, subjective rules, and sense of behaviour control affect their decision to buy on social media and how those decisions affect their actual buying behaviour. A random selection method was used to choose 327 people to be in the sample. The results of Structural Equation Modelling showed that customers' attitudes, their

sense of mental control, and their psychological values all have a positive effect on their plans to buy on social media. What the study also found was that buyers' plans to buy on social media have a good effect on their actual buying habits.

**Ajilore, K., & Abdul, O. (2021)** in their study Teenagers' use of drugs was looked into in the book "Behind Closed Doors: The Impact of Social Media on Drug Dependency among Teenagers." It was found that social media should be used for marketing through social media. Mental health professionals are in charge of incorporating social media teaching and suggestions into their work. A study also found that social media can be a good way to change people's habits. Social media makes it easier for people to drink alcohol both online and offline.

**Anirvinna, C. et al. (2021)** found the things that make college and university students want to shop online. The Stratified Sampling Technique was used to choose a sample size of 434 individuals. Statistical tools like ANOVA, Chi-Square, Correlation, and Regression were used. Product and CRM, Product Specification and Delivery, Product Design and Price Range, Secure Multiple Payments, Digital Media Marketing, Online Platform and Exchange Policy are some of the factors that were looked at. It was found that Product and CRM, Secure Multiple Payments, Digital Media Marketing, and Online Platform and Exchange Policy all have a positive effect on online shopping and encourage students to do it.

**Biradar, A. B. (2021)** looked into how teens' use of social media affected their mental, emotional, and physical health and how that use affected their drug, alcohol, and medicine use. A study showed that the link between drug use and social media is a big problem. In order to keep their teens' trust, parents need to keep lines of communication open and offer support. Parent should deal with their teen's issues early on. Parents and kids should be able to talk to each other freely. Parents should pay attention to how their teens' behaviour changes.

**Painoli, A. K. et al (2021)** figured out the things that affect how young people buy things when they do it digitally. 500 people were chosen at random to be in the sample, and the factor analysis method

was used to look at the results. Factor analysis showed that customer happiness, business policies, knowledge and shipping benefits, and other benefits have a big impact on how young people use digital marketing and buy things.

**Singh, A et al. (2021)** that's what their study called "Impact of social media on consumer behaviour" is all about: how social media affects how people act. The results showed that businesses need to be more careful about how they handle complaints from customers because one unhappy customer could affect other possible buyers as well. People can now give and receive advice from each other and from brands online, which has changed the way brands interact with their customers. Web-based media can help shape how people think about and feel about a brand. Social media had also changed the way people made decisions about what to buy.

**Hanaysha. J.R. (2022)** looked at how features of social media marketing affect people's decisions to buy, using brand trust as a link. Four factors were found to be important for social media marketing: interactivity, informativeness, entertainment, and relevance. Structural Equation Modelling was used, and the results showed that trust in the brand has a good and significant effect on the decision to buy. Social media interactions have a good effect on buying decisions in two ways: directly and indirectly through company trust. Entertainment makes people more likely to trust a company but less likely to buy something. Relevance affects the decision to buy in a good way, but it hurts company trust. Informativeness has a good effect on both the choice to buy and the trust in the brand.

**Hassan, H. et al (2022)** examined the connection between mental health, social media use, and buying habits. A sample of 195 people was taken, and SEM was used to look at the data. The results showed that there is a strong link between social media use and mental health, but there is a weak link between buying habits and mental health. Furthermore, the research showed that there is a strong link between social media use and buying habits.

**He, J. (2022)** the topic of the study "Exploring the impact of social media on teenagers" to look into the pros and cons of teens using social media and

how it affects them. It was found in the study that teens' use of social media hurts their growth and development. Using social media all the time by teens was linked to sleeping problems. They feel more bad feelings, like worry, anger, and wanting to kill themselves. Parents and schools need to pay more attention to how teens use social media so that their health and growth don't get in the way.

**Agrawal, P et al (2023)** According to the study, using social media can change the way people buy things. The study looked at the five steps of the buying process and how the browsing history affected them. The study found that people use social media as their main source of info because it is easy to use, works well, and can be trusted. Reviews and comments on social media sites also affect people's decisions about what to buy. However, they were surprisingly hesitant to share their experiences after making a purchase. The results showed that a large portion of internet users have looked for information online before buying something. The three areas with the most results were electronics, pleasure, and travel. The ease of use and people's views on information search as a useful viewing choice were the major things that affected it. Social media was another reliable source of information. Because of this, marketers can very effectively use social media to reach their marketing goals. People on social media seem to trust online reviews. It's even more surprising that reviews from friends and reviews from strangers were almost equally believed.

## NEED FOR STUDY

People think of teenagers as setting trends, both for themselves and for everyone else. Marketers focus on teens because they need to get teens to love their brands. Businesses want people to start using their goods when they are young and stick with them all the way through. Teenagers are also better with technology, and they often check out new brands and goods while on social media. Teenagers are becoming more materialistic because of social media. They want to get their hands on things that look appealing and that they think will be good for them. Either they buy these things with money they earn or their parents buy them for them. They don't think about what the product does for them; instead, they are struck by its shape, style, or brand.

Achenreiner's (G. B.) research in 2003 showed that kids start to think about brands around the age of 8, and by the age of 12, they can think about brands in a symbolic or abstract way. When it comes to age, brand awareness is different for each group. For younger kids, being aware is probably caused by seeing and being familiar with brand names in social media ads. A new UN study says that India has the world's biggest young population. It has 345 million youth (10–24 years old), including 243 million teens (10–19 years old). 'The Power of 1.8 Billion' report said that 28% of India's population is between the ages of 10 and 24. That's 243 million teenagers aged 10 to 19. The report also said that the youth population is growing fastest in the poorest countries, which means that companies need to focus on those countries to get a bigger share of the market. Many studies have been done on both teens and adults, but none of them have looked at how social media affects the spending habits of teens.

## SCOPE OF STUDY

Only the state of Punjab will be looked at in this study. There are three different areas in Punjab: Majha, Malwa, and Doaba. One district from each part of Punjab with the best rate of literacy will be chosen and used as a sample. Gurdaspur, Hoshiarpur, and Sahibzada Ajit Singh Nagar have been chosen as the districts. When studying, different factors before, during, and after the purchase will be taken into account. The organised form that will be sent through Google Docs, Facebook, and emails will be used to collect the data.

The study will look at a wide range of goods and services, such as clothes, shoes, accessories, electronics (also called "white goods"), cellphones, movie, hotel, and flight tickets, books, and home furnishings that can be bought on different websites.

## OBJECTIVES OF THE STUDY

To examine the impact of social commerce on the evolving purchasing behaviours of teenagers.

## DATA COLLECTION METHOD

Structured questionnaires were used to get information from first-hand sources. Purposive

Sampling will be used to pick the group from the whole community for this project. Purposive sampling lets us use our best judgement to pick cases that help us reach our goals. For purposeful sampling to work, researchers need to know what their studies are about so they can pick the right people to question and talk to them about it. Purposive sampling can be used to get in touch with a specific group of people because they fit a certain description.

## SAMPLE SIZE

Sample size is 600 online buyers from 3 districts of Punjab i.e. Gurdaspur, Hoshiarpur and Sahibzada Ajit Singh Nagar with 200 buyers from each district.

## DATA ANALYSIS AND INTERPRETATION

The study conducted by (Wollbrink. K, 2004) focused on various factors that influence the buying behaviour of the teenagers but at that time social media was not so popular among teenagers. As a result, various new social media factors may have arrived which may affect the buying behaviour of the teenagers. Various factors such as promotional strategies by social media platforms, advertisements etc. plays a crucial role in the buying behaviour of the teenagers. It becomes necessary for companies to know about those social media factors which have major influence on the buying decision of teenagers.

Social media usage is maximum among teenagers. Various social media tools such as Facebook, Instagram, WhatsApp, twitter etc. are being used by teenagers. Thus, it becomes necessary for the companies to promote their products on social media platforms also. The focus of this objective will be on identifying the shift in teenage buying behaviour towards S-Commerce (social media commerce).

A scale was developed to examine the shift in teenage buying behaviour towards S-Commerce (Social Media Commerce). The literature for the same was reviewed as shown in literature survey and 16 variables were identified and selected to examine the shift in teenage buying behaviour towards S-Commerce. During the discussion, with the experts, many details were edited. Scale

reliability analysis was performed and six items which were negative in nature were deleted and finally ten items as shown in Table 1. The respondents were asked to rate seventeen variables

on five-point Likert scale, which ranged from Strongly disagree (1) to Strongly Agree (5) for the purpose of factor analysis.

**Table 1: Scale Reliability Analysis**

Variables	Communalities		Corrected Item-Total Correlation	Inter-Item Correlation	Cronbach's Alpha if Item Deleted	Mean	Std. Deviation
	Initial	Extraction					
I buy through online shopping portals because they offer wide variety of brands.	1.000	.806	.696	.810	.872	3.59	1.025
I buy through online sites because they offer various rewards (offers)	1.000	.807	.700	.812	.872	3.50	.992
Online shopping sites make me feel that I am a premium customer.	1.000	.779	.687	.787	.873	3.41	.992
The goods you can buy on online shopping sites are real.	1.000	.722	.649	.736	.876	3.31	.952
Shopping by using online portals is fun.	1.000	.844	.588	.664	.880	3.45	1.006
I buy through online shopping sites because of their easy return policy.	1.000	.863	.638	.701	.877	3.48	1.040
Online shopping is hassle free and time saving.	1.000	.849	.624	.333	.878	3.50	1.009
With online shopping portals, it is easy to compare products before buying.	1.000	.854	.552	.815	.882	3.64	.943
I buy through online shopping because of easy mode of payments.	1.000	.796	.530	.751	.884	3.58	.985
I buy products through online shopping portals because they provide delivery at convenient.	1.000	.779	.576	.739	.881	3.60	.951

Source: SPSS Output

**Extraction Method: Principal Component Analysis. On Field Survey**

**Reliability validity and unidimensionality**

The scale's Cronbach's alpha value of .888 (Table 3) shows a moderately high level of consistent reliability in research responses. It is also a good sign to move forward, as Cronbach (1990) said that a Cronbach's alpha value of 0.6 or higher is good for social science research. The correlation between items is more than 0.3 and the correlation between items is more than 0.5. Hair et al. (2009) said that the scale is reliable if the corrected-item-total

correlation is greater than 0.5 and the inter-item correlation is greater than 0.3 (Table 1). If you used principal component analysis on communalities, the number varied from .722 to .863 (Table 1). It's important to note that communalities >0.5 are enough to explain structures in this case (Hair et al., 2009). All of these numbers show that factor analysis has taken out a lot of the things' differences. Based on this, the conditions for dependability, validity, and one-dimensionality have all been met.

Table 2

Correlation Matrix <sup>a</sup>											
		SP5	SP9	SP3	SP1	SP2	SP6	SP4	SP10	SP8	SP7
Correlation	SP5	1.000									
	SP9	.193	1.000								
	SP3	.390	.376	1.000							
	SP1	.395	.303	.709	1.000						
	SP2	.366	.334	.727	.777	1.000					
	SP6	.776	.281	.375	.424	.416	1.000				
	SP4	.378	.332	.676	.673	.658	.382	1.000			
	SP10	.289	.651	.381	.382	.378	.338	.278	1.000		
	SP8	.196	.748	.327	.352	.361	.259	.361	.734	1.000	
SP7	.760	.264	.390	.392	.407	.794	.388	.300	.260	1.000	

Inter-item correlation: Mean=.443, Minimum=.193, Maximum=.794, Range=.601, Max/Min=4.120, Variance=.032, N=10.

**Pearson Correlation Analysis**

Pearson's Correlation Coefficient, or Pearson's r, is a way to figure out how two factors are related. Correlation analysis was used to find out how closely 10 key independent factors of the shift toward S-Commerce were linked. The main reason for doing association analysis was to find out if the ten main factors were separate from one another. This is a general rule: if the r number is between 0 and .2, it means that the variables are not strongly connected. A value of .3 to .6 is usually thought to be intermediate, and a value of .7 to 1 is thought to be strong (Dancey and Reidy, 2007). On the scale that was used, a score of 50 would mean that all 10 things got a 5 grade. The average score from the people who answered was 35.04 (Table 3). Table 2 shows how the Correlation matrix was worked out. There is a range of .601 between .193 and .794, with a mean of .443. There was a strong enough link between the two to move forward with factor

analysis. The KMO value was .846 which is higher than the recommended value of .6 (Tabachnick and Fidell, 1996; and Kaiser, 1974), and the Bartlett's Test of Sphericity (Bartlett, 1954) was statistically significant. This supported the factorability of the correlation matrix. PCA showed that there were three components with Eigen values greater than 1, which explained 80.968 percent of the variance. In Table 3, you can see how much of the variation each factor explains.

**Extraction of Factors**

Exploratory factor analysis was used to find the basic aspects of social media. People were given a five-point Likert scale that went from "strongly disagree" to "strongly agree" to rate ten factors. All factors with loading greater than 0.5 were thought to be good. In this case, the loading went from .837 to .898. Things that had factor loadings less than 0.5 were taken out. The Eigen values of these three factors range from 1.381 to 5.014.

Table 3: Rotated Component Matrix<sup>a</sup>

	Component		
	1	2	3
I buy through online shopping portals because they offer wide variety of brands.	.853		
I buy through online sites because they offer various rewards (offers)	.843		
Online shopping sites make me feel that I am a premium customer.	.837		
Products available at online shopping portals are genuine.	.809		
Shopping by using online portals is fun.		.888	
Online stores make it easy for me to return items, so I like to shop there.		.867	
Online shopping is hassle free and time saving.		.832	
With online shopping portals, it is easy to compare products before buying.			.898
I buy through online shopping because of easy mode of payments.			.867
I buy products through online shopping portals because they provide delivery at convenient.			.840
Eigen Value	5.014	1.702	1.381

% Variance	30.703	25.713	24.552
Cumulative % Variance	30.703	56.416	80.968
Scale Reliability Alpha	0.905	0.73	.880
Cronbach's Alpha= .888, Kaiser-Meyer-Olkin Measure of Sampling Adequacy= .846, Bartlett's Test of Sphericity (Approx. Chi-Square= 4144.259, Df= 45, Sig=0.00, Mean= 35.04)			

The factor analysis of the ten variables is shown in Table 3. This analysis took the variables and turned them into three factors. There were at least three scale items for each factor. The Kaiser-Meyer-Olkin scale what is Measure of Sampling Adequacy (MSA)? It checks to see if the data set has enough records to use factor analysis. The KMO number of.846 is good enough to prove that the results of the factor analysis are correct. It's important to note that  $KMO > 0.6$  and  $p < 0.5$  are good enough for social science studies (Hair et al., 2009). The Bartlett's Test of Sphericity also has a value of  $X = 4144.259$ ,  $DF = 45$ , which is significant ( $p < 0.5$ ), as shown in Table 4.3. All of these conditions are enough to prove that factor analysis is true. The three factors that were grouped by factor analysis are shown in Table 3.

### Factor One (CUSTOMER DIRECTED)

"Customer Directed" is the name of the first factor, which explains 30.703% of all the differences found in the factor analysis. It has four parts: people buy from online shopping portals because they have a lot of brands, people buy from online sites because they have lots of rewards (offers), people buy from online sites because they feel like they are VIP customers, and the products sold at online shopping portals are real. The results show that people buy things from online shopping sites because they have a lot of names to choose from and offer a lot of benefits. As well as that, online shopping sites make people feel like they are special customers, and the goods that are sold online are real. This factor has a scale dependability of.905 and a factor loading range of.853 to.809. This factor is most heavily loaded when people buy things through online shopping sites that give a wide range of brands. It works for 5.104 Eigen values.

### Factor Two (CUSTOMER AFFECTIONATE)

"Customer Affectionate" is the name of the second factor, which has three elements. It says that shopping through online stores is fun, that returns

are easy, and that shopping online saves time and trouble. In the factor analysis answer, the factor has explained 25.713% of all the differences. Overall, the results show that shopping online is easy and saves time. People respond that they buy things online because it's easy to return them. People who answered also say that shopping online is fun and enjoyable. This factor has a scale dependability of.73, and its factor loading varies from.888 to.832. The Eigen numbers it covers are 1.702% of them.

### Factor Three (CONVENIENT)

Three factors came together to make factor three: "Convenient." These are "Easy to Compare," "Easy Mode of Payment," and "Delivery at Convenient." This shows that online shopping sites make it easy to compare goods before buying. Also, most customers choose to buy through these platforms because they make payment easy. Also, respondents say they buy things through online shopping sites because they offer easy delivery. This factor explains 24.552% of all the differences found in the factor analysis. This factor has a factor value that is between.898 and.840. On a range of 1 to 10, this factor is.880 reliable. This factor has an Eigen value of 1.381.

## FINDINGS AND RECOMMENDATIONS

- Teenage buying behaviour is shifting towards S-Commerce as three factors have been identified. The first factor i.e. Customer Directed includes four variables named the purchase through online shopping portals because they offer a wide variety of brands, purchased through online sites. After all, they offer various rewards (offers), Online shopping sites make respondents feel that they are premium customers and that Products available at online shopping portals are genuine. The maximum mean score indicates that respondents purchase through online shopping portals due to the wide variety of brands. The minimum mean score was given to products available at genuine online shopping portals.

- Second Factor was labeled as Customer Affectionate and includes three variables named Shopping by using online shopping portals is fun, Easy return Policy and online shopping is hassle-free and time-saving. The highest mean score was inclined to Online shopping being hassle-free and time-saving while the lowest mean score was given to shopping by using online portals as fun.
- Convenient was labeled as the third factor which includes three variables i.e. Easy to Compare, Easy mode of payments and Delivery at convenience. The maximum mean score was inclined to the easy comparison of products before buying with the help of online shopping portals while the minimum mean score was given to purchasing through online shopping portals because of the easy mode of payments.
- Factor analysis showed that buying behaviour of teenagers is shifting towards S-Commerce as Social Media is Customer Directed, Customer Affectionate and Convenient. Marketers need to increase more variety of brands on their websites by tying up with more sellers. By offering a wide variety, marketers can show greater competency and provide more options to potential customers which makes the website more attractive. Easy mode of payments should be enhanced by offering customers a wide variety of payment systems and minimizing distractions such as irrelevant ads on the websites. Issues related to payment must be resolved by enhancing security features and customizable privacy settings. Shopping portals help teenagers in easy comparison of products and services before buying. Thus, marketers need to enhance the features of various social media platforms and websites such as proper communication, users friendly, accessible design in order to facilitate teenagers regarding the easy comparison of products and services.

## CONCLUSION

The present study clearly establishes that teenage consumer behaviour is undergoing a significant transformation in the era of social commerce. The findings indicate that social media platforms have become powerful drivers of purchasing decisions,

influencing not only awareness but also preferences, attitudes, and actual buying behaviour among teenagers.

The study identified three major dimensions- Customer Directed, Customer Affectionate, and Convenient- which collectively explain the shift towards S-Commerce. Teenagers are increasingly attracted to online platforms due to the availability of a wide variety of brands, attractive offers, ease of comparison, and seamless shopping experiences. Additionally, emotional factors such as enjoyment, perceived premium status, and hassle-free processes further strengthen their inclination towards online purchasing.

The role of social media as a source of information, peer influence, and user-generated content has significantly reduced the reliance on traditional advertising. Teenagers tend to trust reviews, recommendations, and influencer opinions more than conventional promotional strategies. This shift highlights the growing importance of engagement-driven and experience-oriented marketing approaches.

From a managerial perspective, the study emphasizes the need for businesses to strategically leverage social media platforms by enhancing user experience, ensuring secure and flexible payment systems, and offering personalized and interactive content. Companies must also focus on building trust and authenticity to sustain long-term relationships with young consumers.

In conclusion, the transition towards social commerce is not merely a trend but a fundamental change in consumer behaviour among teenagers. Future research can further explore regional variations, psychological factors, and the long-term impact of social media on consumption patterns to deepen the understanding of this evolving phenomenon.

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