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Research paper



Analyzing The Effectiveness of New Emerging Trends in Social Media Marketing in Reshaping The E-Commerce Business

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Abstract

In the dynamic field of e-commerce, social media marketing serves as a crucial tool for enhancing consumer engagement, brand awareness, and sales conversions. Businesses are redefining digital strategies to enhance engagement with online consumers through the incorporation of emerging trends, including influencer marketing, short-form video content, AI-driven chatbots, live shopping, and personalized advertisements. This study evaluates the effectiveness of emerging trends in social media marketing and their impact on the evolution of e-commerce businesses. A standardized questionnaire was distributed to 165 e-commerce consumers to gather quantitative data. The findings indicate that video content and influencer endorsements significantly affect consumer behavior, while AI-driven customization and interactive features improve user satisfaction and shape purchasing decisions. This study outlines effective strategies and offers recommendations for businesses aiming to improve their social media marketing efforts.

Keywords: *E-commerce; Social Media Marketing; Influencer Marketing; AI Chatbots; Video Content; Customer Engagement; Personalization; Digital Transformation.*

1. Introduction

E-commerce, characterized by the online exchange of goods and services, has experienced significant growth due to increased mobile usage, enhancements in digital payment systems, and advancements in logistics. An online presence is insufficient due to rising competition and elevated customer expectations. Businesses should identify innovative and interactive methods to engage their audience, thereby positioning social media marketing as a transformative approach. Social media marketing enables the development of tailored customer journeys via dynamic content, targeted campaigns, and real-time interactions, thus enhancing decision-making efficacy compared to traditional methods.

Influencer marketing has become a prominent trend in social media marketing. Influencers, defined as individuals possessing a significant online following and recognized expertise, serve as intermediaries between brands and prospective customers. Product endorsements and lifestyle integrations may appear more authentic and pertinent compared to conventional celebrity marketing. Short-form videos, such as Instagram Reels and YouTube Shorts, have transformed product advertising by conveying impactful messages in mere seconds, addressing the contemporary issue of diminishing attention spans.

The integration of AI-powered chatbots and personalized recommendation systems into e-commerce platforms represents a significant advancement. These technologies evaluate user behavior and preferences to provide tailored shopping experiences, enhancing customer satisfaction and increasing conversion rates. Artificial intelligence is employed in social media to automate responses, improve advertisement targeting, and optimize campaign performance in real time. Live shopping, defined by the real-time presentation of products via live streams, has transformed the traditional in-store experience into a digital format. Consumers can now inquire, view demonstrations, and complete purchases directly through the platform.

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The trends in influencer partnerships, video marketing, AI integration, and interactive live commerce indicate a shift towards consumer-focused, experience-oriented marketing. Their effectiveness is based on their ability to enhance engagement, shape consumer decisions, and cultivate lasting brand loyalty.
This study examines the impact of emerging social media marketing trends on e-commerce customer behavior and the strategic adjustments made by online businesses. This study analyzes data from 165 participants to enhance understanding of consumer perspectives, engagement behaviors, and the influence of modern social media marketing tools on online shopping experiences. This study contributes to academic knowledge and offers valuable insights into the evolving digital industry.

2. Literature Review

2.1. Influence of social media and the shift to digital marketing

The transition from traditional to digital marketing has accelerated due to consumers' increasing reliance on social networking platforms for product discovery, comparison, and decision-making (Kapoor et al., 2022). Recent studies demonstrate that contemporary social media marketing strategies, such as influencer partnerships, visual storytelling, and interactive content, have improved conversion rates and strengthened brand loyalty. Dwivedi et al. (2021) explain that individual and emotional materials on social media have an adequate impact on consumers' perceptions and behavior in online retail.. These studies collectively indicate that social media has evolved from a supplementary promotional channel to a primary driver of e-commerce business growth.

2.2. The function of influencers and micro-influencers in e-commerce

Influencer marketing plays a crucial role in social commerce, with significant evidence demonstrating its impact on consumer attitudes and purchase intentions. Lou and Yuan (2019) demonstrated that consumers exhibit trust and engagement with influencer content, attributing this to its perceived authenticity and credibility. Micro-influencers frequently attain higher engagement levels compared to celebrity influencers, owing to their more robust connections with niche audiences. Recent systematic and meta-analytic studies demonstrate consistent positive effects of influencer activity on engagement, attitudes, and purchase outcomes, while also identifying moderators including follower characteristics, platform type, and product category (Pan et al., 2025). Complementary research indicates that micro-influencers enhance intimacy and authenticity, rendering them particularly effective for products associated with self-identity (Chen et al., 2024). The findings indicate that influencer effectiveness is contingent, influenced by factors such as credibility, content value, and audience context.

2.3. Short-form video as a catalyst for engagement

Short-form video formats, such as Instagram Reels, YouTube Shorts, and TikTok clips, have become important drivers of consumer engagement and product discovery. Liu and Wang (2022) argue that short-form videos promote effective storytelling, product demonstrations, and emotional appeals, thereby increasing product visibility and purchase intention. Recent empirical studies indicate that these formats are effective due to their alignment with mobile consumption habits, utilization of algorithmic personalization, and enhancement of shareability (Manic, 2024). Short videos elicit significant engagement; however, scholars warn that their conciseness may restrict informational depth and provoke skepticism when the content is excessively promotional. This establishes a tension between reach and perceived credibility, indicating that informative cues like reviews or tutorials should accompany short-form formats to maintain purchase intent.

2.4. Artificial intelligence and customized experiences

Artificial Intelligence has changed e-commerce significantly by integrating devices such as recommendation systems and chatbots, providing a hyper-personalization facility. Chatterjee et al. (2023) displayed that AI-operated personalization increases the purchase of repeat purchases through suggestions obtained from browsing and purchasing behavior. Chatbots enhance customer service by providing 24/7 assistance, thereby improving convenience and satisfaction. Recent research highlights the advantages and difficulties associated with AI tools: effective personalization engines and chatbots enhance engagement and conversion rates; however, factors such as user trust, perceived humanness, and transparency regarding data usage significantly influence their acceptance (Ding et al., 2024; Shahzad et al., 2024). Poorly designed chatbots can undermine trust, despite their potential to enhance efficiency, positioning AI as a double-edged sword in digital commerce.

2.5. Rise of live shopping in e-commerce

Live-streaming commerce has emerged as a significant trend, transforming the methods by which consumers identify and assess products in real time. Research indicates that factors including interactivity, streamer credibility, entertainment value, and information quality significantly influence purchase intentions during live events (Wu et al., 2024). Platform design, which incorporates interactive features such as comments and polls, significantly improves engagement and conversion rates (Wang et al., 2024). Scholars indicate that cultural shopping norms, product categories, and perceived risk influence the effectiveness of live shopping, while over-commercialization may diminish authenticity and consumer trust (Yang, 2024). These findings establish live commerce as an effective marketing strategy that is sensitive to contextual factors.

2.6. Critical synthesis and research gaps

The literature confirms the increasing efficacy of social media trends, specifically influencer marketing, short-form video, AI-driven personalization, and live shopping, in influencing e-commerce; however, notable tensions and gaps persist. A notable tension exists between motivational effectiveness and consumer scepticism: appealing materials capture attention but may activate persuasion knowledge, thereby diminishing confidence when perceived as overly commercial. Functional intervals are clear, as many studies depend on single-platform case analysis, short-term matrices, or feature samples, which restrict external validity. There is a need for additional longitudinal studies to investigate enduring brand effects, along with comprehensive analyses that connect consumer perceptions to platform analytics and sales

data (Pan et al., 2025). Furthermore, ethical and governance concerns, including data privacy, algorithmic transparency, and fairness in AI personalization, are still inadequately addressed.

3. Methodology

The main objectives of this study are

- To analyze the impact of emerging trends in social media marketing on consumer engagement and purchasing behavior in e-commerce.
- This study aims to examine the effects of influencer marketing, video content, live shopping, and AI-driven personalization on consumer decision-making processes.
- To examine demographic variations in consumer perceptions of social media-driven e-commerce strategies.

This research employed a cross-sectional survey design to investigate the impact of novel and emerging social media marketing trends on e-commerce enterprises. The selected design effectively captures consumer opinions, behaviors, and perceptions at a specific moment, which is crucial in the rapidly evolving digital marketing environment.

The study engaged a total of 165 respondents. The study encompassed e-commerce users across various occupations, age demographics, and income brackets, primarily situated in urban and semi-urban regions with dependable internet connectivity and engaged in active digital shopping behaviors. A stratified random sampling method was employed to reduce sampling bias. The population was segmented into groups according to age and frequency of online shopping, facilitating a more effective comparison of consumer perspectives across categories.

Data were collected via a structured online questionnaire disseminated through WhatsApp, Telegram groups, LinkedIn, and email. This method enabled wider outreach and accelerated responses. The survey included 28 questions, which comprised 5 demographic items and 23 quantitative closed-ended items. The inquiries were classified into five categories: awareness and engagement, video content, AI customization, live shopping, and the overall impact on consumer behavior. A 5-point Likert scale was utilized in various questions to evaluate levels of agreement or frequency of behavior, as this method is recognized for its reliability in marketing research.

The research proposed the subsequent hypotheses:

Hypothesis 1:

H_0: “There is no significant correlation between exposure to influencer marketing and consumer purchasing decisions in e-commerce.”

H_1: “There is a significant correlation between engagement with influencer marketing and consumer decision-making processes in e-commerce.”

Hypothesis 2:

H_0: "Short-form video content has no significant impact on consumer engagement within e-commerce platforms."

H_2: “Short-form video content substantially influences consumer engagement on e-commerce platforms.”

Hypothesis 3:

H_0: “There exists no significant disparity in consumer satisfaction levels concerning e-commerce experiences among various age groups attributable to AI-driven personalization.”

H_3: “Consumer satisfaction levels regarding e-commerce experiences differ markedly across age demographics as a result of AI-driven personalization.”

4. Result

Section A: Demographic Questions

Table 1: What is your age group?

Age Group	Frequency	Percentage	Valid Percentage	Cumulative Percentage
18-24	37	22.42%	22.42%	22.42%
25-34	46	27.88%	27.88%	50.30%
35-44	38	23.03%	23.03%	73.33%
45-54	28	16.97%	16.97%	90.30%
55 and above	16	9.70%	9.70%	100.00%
Total	165	100.00%	100.00%	

Interpretation:

The age group 25-34 constituted the largest segment (27.88%), indicating that young adults are the most active group in online shopping, influenced by social media. The least representation (9.70%) came from those aged 55 and above, suggesting lower adoption of social media trends among older consumers.

Table 2: Gender

Gender	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Male	82	49.70%	49.70%	49.70%
Female	82	49.70%	49.70%	99.39%
Other	1	0.61%	0.61%	100.00%
Total	165	100.00%	100.00%	

Interpretation:

The gender distribution was almost perfectly balanced, with males and females each comprising 49.70% of the sample. Only one respondent (0.61%) identified as other, indicating that gender inclusivity in such studies needs broader representation.

Table 3: What Is Your Occupation?

Occupation	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Student	41	24.85%	24.85%	24.85%
Working Professional	64	38.79%	38.79%	63.64%
Self-employed	27	16.36%	16.36%	80.00%

Homemaker	19	11.52%	11.52%	91.52%
Retired	14	8.48%	8.48%	100.00%
Total	165	100.00%	100.00%	

Interpretation:
Working professionals formed the largest occupational group at 38.79%, reflecting the role of disposable income and digital literacy in adopting e-commerce, influenced by social media marketing. Students also had a notable share (24.85%), indicating their growing role as digital consumers.

Table 4: Monthly Income Level (INR)

Income Level	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Less than ₹20,000	39	23.64%	23.64%	23.64%
₹20,000-₹50,000	42	25.45%	25.45%	49.09%
₹50,000-₹1,00,000	38	23.03%	23.03%	72.12%
₹1,00,000-₹2,00,000	29	17.58%	17.58%	89.70%
Above ₹2,00,000	17	10.30%	10.30%	100.00%
Total	165	100.00%	100.00%	

Interpretation:
Most respondents (49.09%) fell into the lower to mid-income range (up to ₹50,000), reflecting the affordability-focused nature of e-commerce marketing. Only 10.30% earned above ₹2,00,000, showing a smaller high-income demographic engaging with e-commerce through social media.

Table 5: How Frequently Do You Shop Online?

Frequency	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Once a month	33	20.00%	20.00%	20.00%
2-3 times a month	45	27.27%	27.27%	47.27%
Once a week	38	23.03%	23.03%	70.30%
Multiple times a week	31	18.79%	18.79%	89.09%
Rarely	18	10.91%	10.91%	100.00%
Total	165	100.00%	100.00%	

Interpretation:
Most participants (27.27%) shopped 2-3 times a month, followed closely by weekly shoppers. Only 10.91% shopped rarely, indicating a high frequency of online purchases among social media users, which aligns well with the study's focus on the influence of digital trends.
Section B: Quantitative Questions
Category 1: Awareness and Engagement with Emerging Social Media Marketing Trends.

Table 6: Are You Aware of Recent Trends Like Influencer Marketing, Short-form Videos, and AI Chatbots Used in E-Commerce Promotions?

Awareness Level	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Yes, very aware	49	29.70%	29.70%	29.70%
Somewhat aware	54	32.73%	32.73%	62.42%
Heard of them, not familiar	32	19.39%	19.39%	81.82%
Not aware	21	12.73%	12.73%	94.55%
Don’t know	9	5.45%	5.45%	100.00%
Total	165	100.00%	100.00%	

Interpretation:
Around 62.42% of respondents were either very or somewhat aware of emerging trends in social media marketing, indicating good exposure to digital promotional techniques. However, a significant portion (19.39%) was not familiar despite having heard of them, reflecting potential gaps in awareness or engagement.

Table 7: Which Social Media Platforms Influence Your E-Commerce Purchasing Decisions the Most?

Platform	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Instagram	52	31.52%	31.52%	31.52%
YouTube	47	28.48%	28.48%	60.00%
Facebook	29	17.58%	17.58%	77.58%
WhatsApp	21	12.73%	12.73%	90.30%
Pinterest	16	9.70%	9.70%	100.00%
Total	165	100.00%	100.00%	

Interpretation:
Instagram (31.52%) and YouTube (28.48%) were the leading platforms influencing purchase decisions, suggesting that visual and video content has a strong persuasive impact. Facebook and WhatsApp still hold relevance, but to a lesser extent, while Pinterest had the least influence among the respondents.

Table 8: How Often Do You Discover New Products Through Social Media Platforms?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Very frequently	33	20.00%	20.00%	20.00%
Frequently	40	24.24%	24.24%	44.24%
Occasionally	47	28.48%	28.48%	72.73%
Rarely	29	17.58%	17.58%	90.30%
Never	16	9.70%	9.70%	100.00%
Total	165	100.00%	100.00%	

Interpretation:

Most respondents (28.48%) stated they discovered new products through social media occasionally, while 24.24% did so frequently and 20% very frequently. This indicates that over 70% of users regularly encounter new products via social platforms, highlighting their role as powerful tools for product visibility. Only a small segment, 9.70%, never discovers products this way, suggesting the wide reach of social media in influencing consumer exposure.

Table 9: How Engaging Do You Find Influencer Content When Promoting Products or Services?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Very engaging	34	20.61%	20.61%	20.61%
Somewhat engaging	43	26.06%	26.06%	46.67%
Neutral	38	23.03%	23.03%	69.70%
Slightly engaging	27	16.36%	16.36%	86.06%
Not engaging	23	13.94%	13.94%	100.00%
Total	165	100.00%	100.00%	

Interpretation:
The responses show that influencer content is seen as very or somewhat engaging by 46.67% of participants. Around 23% remain neutral, suggesting potential for greater engagement strategies. Only 13.94% do not find such content engaging at all, indicating that influencer marketing remains a viable promotional strategy for most consumers.

Table 10: Have You Ever Purchased A Product Directly Because It Was Endorsed by A Social Media Influencer?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Yes, many times	31	18.79%	18.79%	18.79%
A few times	45	27.27%	27.27%	46.06%
Once	39	23.64%	23.64%	69.70%
No, but I considered	29	17.58%	17.58%	87.27%
Never	21	12.73%	12.73%	100.00%
Total	165	100.00%	100.00%	

Interpretation:
The data reveals that 69.7% of respondents have made at least one purchase due to influencer endorsements, with 18.79% doing so many times. Another 17.58% have considered buying but didn't finalize the purchase. Only 12.73% have never been influenced, underlining the persuasive potential of influencer marketing on buyer behavior.
Category 3: Role of Video Content and Reels in E-Commerce

Table 11: How Effective Are Short-form Videos (Like Reels, Shorts) in Capturing Your Attention for A Product?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Extremely effective	36	21.82%	21.82%	21.82%
Very effective	42	25.45%	25.45%	47.27%
Moderately effective	41	24.85%	24.85%	72.12%
Slightly effective	26	15.76%	15.76%	87.88%
Not effective at all	20	12.12%	12.12%	100.00%
Total	165	100.00%	100.00%	

Interpretation:
Over 72% of respondents found short-form videos at least moderately effective in grabbing their attention, with 25.45% rating them as very effective. This shows the strong potential of short video formats in influencing consumer focus and promotional reach.

Table 12: Do Product Demo Videos on Platforms Like Instagram or Youtube Help You in Making Buying Decisions?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Strongly agree	39	23.64%	23.64%	23.64%
Agree	47	28.48%	28.48%	52.12%
Neutral	34	20.61%	20.61%	72.73%
Disagree	28	16.97%	16.97%	89.70%
Strongly disagree	17	10.30%	10.30%	100.00%
Total	165	100.00%	100.00%	

Interpretation:
A majority of respondents (52.12%) agreed that demo videos significantly assist in purchase decisions. Only 10.30% strongly disagreed. The data suggests that video-based product information plays a vital role in influencing e-commerce decisions for most consumers.

Table 13: What Type of Video Content Do You Find Most Useful When Shopping Online?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Product reviews	44	26.67%	26.67%	26.67%
Tutorials	38	23.03%	23.03%	49.70%
Unboxing	33	20.00%	20.00%	69.70%
Behind-the-scenes	26	15.76%	15.76%	85.45%
Influencer skits	24	14.55%	14.55%	100.00%
Total	165	100.00%	100.00%	

Interpretation:
Product reviews were found most useful by 26.67% of respondents, followed by tutorials and unboxing videos. This underscores the importance of informative content in online shopping decisions over entertainment-based videos like influencer skits, which were preferred least.

Table 14: Do You Follow Specific Creators Just for Their E-Commerce-Related Content (Like Reviews or Promotions)?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Yes, many	32	19.39%	19.39%	19.39%
A few	41	24.85%	24.85%	44.24%
Occasionally	37	22.42%	22.42%	66.67%
Rarely	29	17.58%	17.58%	84.24%
Never	26	15.76%	15.76%	100.00%
Total	165	100.00%	100.00%	

Interpretation:
About 44.24% of the respondents admitted to following a few or many creators specifically for e-commerce content. Another 22.42% do so occasionally, revealing that content creators can develop strong niches in the e-commerce space to maintain steady viewer interest.
Section D: Personalization, Chatbots & AI Integration

Table 15: How Important Is Personalized Product Recommendation to Your Shopping Experience?

Importance Level	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Extremely important	41	24.85%	24.85%	24.85%
Very important	49	29.70%	29.70%	54.55%
Somewhat important	33	20.00%	20.00%	74.55%
Slightly important	26	15.76%	15.76%	90.30%
Not important at all	16	9.70%	9.70%	100.00%
Total	165	100.00%	100.00%	

Interpretation:
Most respondents (54.55%) found personalized recommendations to be either extremely or very important, suggesting that tailored content strongly influences user engagement and satisfaction. A smaller portion (only 9.70%) felt it was not important at all, highlighting the growing value placed on personalization in digital shopping.

Table 16: Have You Interacted with an AI Chatbot While Browsing on an E-Commerce Website or App?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Yes, many times	38	23.03%	23.03%	23.03%
Yes, a few times	46	27.88%	27.88%	50.91%
Tried once	31	18.79%	18.79%	69.70%
Aware but never used	30	18.18%	18.18%	87.88%
Not aware at all	20	12.12%	12.12%	100.00%
Total	165	100.00%	100.00%	

Interpretation:
More than half of the participants (50.91%) have interacted with AI chatbots multiple or a few times, showing increasing familiarity with AI interfaces. However, 30.30% have either never used them or are unaware, indicating room for further awareness and usability improvements.

Table 17: Did the Chatbot Improve Your Overall Shopping Experience?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Greatly improved	32	19.39%	19.39%	19.39%
Somewhat improved	45	27.27%	27.27%	46.67%
No change	43	26.06%	26.06%	72.73%
Slightly worsened	25	15.15%	15.15%	87.88%
Made it worse	20	12.12%	12.12%	100.00%
Total	165	100.00%	100.00%	

Interpretation:
While 46.67% of respondents noted an improvement in their shopping experience due to chatbots, 26.06% saw no difference. A notable 27.27% felt the experience worsened slightly or significantly, reflecting the need for more human-like and helpful AI assistance in online retail environments.

Table 18: Do You Feel AI Helps in Understanding Your Preferences Better Than Manual Browsing?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Strongly agree	36	21.82%	21.82%	21.82%
Agree	48	29.09%	29.09%	50.91%
Neutral	34	20.61%	20.61%	71.52%
Disagree	27	16.36%	16.36%	87.88%
Strongly disagree	20	12.12%	12.12%	100.00%
Total	165	100.00%	100.00%	

Interpretation:
A total of 50.91% agreed or strongly agreed that AI better understands their preferences, while about 28.48% expressed neutrality or disagreement. These responses suggest a generally positive perception of AI, though not all users are fully convinced of its effectiveness compared to manual searching.
Category 5: Live Shopping & Interactive Engagement.

Table 19: Have You Participated in Any Live Shopping Event or Live Product Demo on Social Media?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Yes, multiple times	33	20.00%	20.00%	20.00%
A few times	40	24.24%	24.24%	44.24%
Once	28	16.97%	16.97%	61.21%

Aware but never participated	36	21.82%	21.82%	83.03%
Not aware	28	16.97%	16.97%	100.00%
Total	165	100.00%	100.00%	

Interpretation:
About 44.24% of the respondents have participated in live shopping at least a few times, indicating a healthy engagement level with this emerging trend. Still, 38.79% have never participated or are unaware, reflecting the opportunity for greater promotion and engagement strategies on social platforms.

Table 20: How Likely Are You to Buy During A Live-Streamed Sale or Product Showcase?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Very likely	39	23.64%	23.64%	23.64%
Likely	42	25.45%	25.45%	49.09%
Neutral	30	18.18%	18.18%	67.27%
Unlikely	28	16.97%	16.97%	84.24%
Very unlikely	26	15.76%	15.76%	100.00%
Total	165	100.00%	100.00%	

Interpretation:
Nearly half of the respondents (49.09%) are likely or very likely to make purchases during live-streamed events, underscoring the persuasive power of real-time interaction. However, 32.73% remain neutral or unlikely to buy, suggesting the need for stronger calls-to-action and more authentic engagement.

Table 21: How Interactive Do You Find Features Like Polls, Quizzes, and Comments During Such Events?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Very interactive	35	21.21%	21.21%	21.21%
Interactive	43	26.06%	26.06%	47.27%
Neutral	33	20.00%	20.00%	67.27%
Slightly interactive	29	17.58%	17.58%	84.85%
Not interactive	25	15.15%	15.15%	100.00%
Total	165	100.00%	100.00%	

Interpretation:
About 47.27% found interactive features like polls and quizzes to be engaging, while a notable 32.73% viewed them as only slightly or not interactive. This indicates that while engagement tools are appreciated, they still need refinement to provide truly immersive user experiences.
Section F: Overall Impact on E-Commerce Behavior.

Table 22: Do You Feel That Social Media Marketing Has Improved Your Trust in Online Brands?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Strongly agree	38	23.03%	23.03%	23.03%
Agree	46	27.88%	27.88%	50.91%
Neutral	33	20.00%	20.00%	70.91%
Disagree	29	17.58%	17.58%	88.48%
Strongly disagree	19	11.52%	11.52%	100.00%
Total	165	100.00%	100.00%	

Interpretation:
A considerable portion of respondents (23.03% strongly agree and 27.88% agree) indicated that social media marketing improved their trust in online brands. This suggests that nearly half of the respondents perceive social media presence as a factor contributing to credibility. However, 20% remained neutral, and around 29% expressed skepticism or disagreement, highlighting a segment still unconvinced by digital campaigns.

Table 23: Overall, How Much Does Social Media Marketing Influence Your Final Purchase Decision in E-Commerce?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Strongly influences	41	24.85%	24.85%	24.85%
Moderately influences	49	29.70%	29.70%	54.55%
Slightly influences	36	21.82%	21.82%	76.36%
Rarely influences	25	15.15%	15.15%	91.52%
No influence at all	14	8.48%	8.48%	100.00%
Total	165	100.00%	100.00%	

Interpretation:
The majority of respondents felt that social media marketing has at least a moderate influence on their final purchase decision. Over 54% marked moderate to strong influence, while only 8.48% reported no influence. This affirms the persuasive power of social platforms in the e-commerce context.

Table 24: Compared to Traditional Ads, How Effective Is Social Media Marketing in Driving Your Attention to Online Products?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Much more effective	42	25.45%	25.45%	25.45%
More effective	47	28.48%	28.48%	53.94%
Equally effective	32	19.39%	19.39%	73.33%
Less effective	26	15.76%	15.76%	89.09%
Not effective	18	10.91%	10.91%	100.00%
Total	165	100.00%	100.00%	

Interpretation:

A majority of the participants (53.93%) rated social media as more or much more effective than traditional advertising. This implies a shift in consumer attention toward dynamic, user-targeted, and interactive promotional tools on digital platforms.

Table 25: Would You Recommend A Brand or Product to Others Based on Its Social Media Campaigns?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Always	35	21.21%	21.21%	21.21%
Often	43	26.06%	26.06%	47.27%
Sometimes	38	23.03%	23.03%	70.30%
Rarely	27	16.36%	16.36%	86.67%
Never	22	13.33%	13.33%	100.00%
Total	165	100.00%	100.00%	

Interpretation:
More than half of the respondents mentioned they would recommend a brand either always or often based on social media campaigns, underlining the role of such marketing in building word-of-mouth credibility. However, the 29.69% who rarely or never recommend based on such campaigns shows a trust barrier for some users.

Table 26: Do You Think E-Commerce Businesses Must Keep Updating Their Social Media Strategies to Remain Competitive?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Strongly agree	51	30.91%	30.91%	30.91%
Agree	47	28.48%	28.48%	59.39%
Neutral	31	18.79%	18.79%	78.18%
Disagree	21	12.73%	12.73%	90.91%
Strongly disagree	15	9.09%	9.09%	100.00%
Total	165	100.00%	100.00%	

Interpretation:
About 59.39% of respondents agreed or strongly agreed that continuous updates to social media strategies are essential for e-commerce competitiveness. This suggests that dynamic digital engagement is considered crucial by the majority. A smaller yet notable portion (21.82%) did not share this view.

Table 27: How Likely Are You to Follow an E-Commerce Brand on Social Media After A Good Shopping Experience?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Very likely	44	26.67%	26.67%	26.67%
Likely	42	25.45%	25.45%	52.12%
Neutral	35	21.21%	21.21%	73.33%
Unlikely	26	15.76%	15.76%	89.09%
Very unlikely	18	10.91%	10.91%	100.00%
Total	165	100.00%	100.00%	

Interpretation:
More than half of the participants stated they are likely or very likely to follow a brand after a positive experience. This trend reflects a consumer behavior where satisfaction translates into continued brand engagement, potentially influencing future purchases.

Table 28: How Do You Rate Your Overall Satisfaction with the Use of Social Media in Your Online Shopping Journey?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Very satisfied	39	23.64%	23.64%	23.64%
Satisfied	48	29.09%	29.09%	52.73%
Neutral	34	20.61%	20.61%	73.33%
Dissatisfied	27	16.36%	16.36%	89.70%
Very dissatisfied	17	10.30%	10.30%	100.00%
Total	165	100.00%	100.00%	

Interpretation:
A significant number of respondents (52.73%) expressed satisfaction with social media's role in their online shopping journey, showing appreciation for its convenience, information, and interactivity. However, with nearly 27% reporting dissatisfaction or neutrality, there remains scope for improvement in delivering personalized and engaging social media experiences.
Hypothesis Testing
Hypothesis 1

Table 29: Chi-Square Test for Association Between Exposure to Influencer Marketing and Consumer Purchase Decisions

Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.374	4
Likelihood Ratio	22.106	4
N of Valid Cases	165	

Interpretation:
The study analyzed the association between exposure to influencer marketing and consumer purchase decisions through the Chi-Square Test for Independence. The Pearson Chi-Square statistic is 21.374, with 4 degrees of freedom, and the Asymptotic Significance (p-value) is 0.000. Given that the p-value is below 0.05, the null hypothesis is rejected. This demonstrates a statistically significant relationship between exposure to influencer marketing and consumer purchasing decisions within the e-commerce sector. Therefore, the alternative hypothesis (H_1) is accepted.
Hypothesis 2

Table 30: ANOVA Test for Effect of Short-form Video Content on Consumer Engagement

Source of Variation	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	13.487	2	6.743	7.861	0.001
Within Groups	138.930	162	0.858		
Total	152.417	164			

Interpretation:
To determine whether short-form video content significantly affects consumer engagement, a one-way ANOVA was conducted. The F-value is 7.861 with a significance level (p-value) of 0.001, which is below the standard threshold of 0.05. This means there is a statistically significant effect of short-form video content on consumer engagement on e-commerce platforms. Thus, the null hypothesis is rejected, and the alternative hypothesis (H_2) is accepted.
Hypothesis 3

Table 30: ANOVA Test for Differences in Consumer Satisfaction Across Age Groups Due to AI-Personalization

Source of Variation	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	18.624	3	6.208	4.716	0.003
Within Groups	210.462	161	1.307		
Total	229.086	164			

Interpretation:
A one-way ANOVA was used to assess the impact of AI-powered personalization on satisfaction levels across age groups. The F-statistic is 4.716, with a p-value of 0.003, which is less than the 0.05 threshold. Therefore, the result is statistically significant, and the null hypothesis is rejected. The findings suggest that consumer satisfaction levels vary significantly among different age groups due to the implementation of AI-powered personalization, validating the alternative hypothesis (H_3).

5. Discussion

The data demonstrates the impact of social media on product discovery, with over 70% of respondents indicating that they encounter new products at least occasionally through these platforms. Almost 50% of participants deemed influencer content engaging, and notably, around 70% indicated that they made purchases due to influencer endorsements. This indicates that influencer marketing increases awareness and facilitates direct conversions. Short-form videos, including Instagram Reels and YouTube Shorts, engage audiences effectively, highlighting the increasing demand for concise and impactful content. Product demonstration videos improve decision-making, indicating that informative content is crucial for converting browsers into buyers.
The analysis of consumer preferences regarding content categories indicated that product evaluations, tutorials, and unboxing videos were perceived as the most beneficial, demonstrating a clear inclination towards content that informs or showcases value. A significant percentage of respondents reported their interaction with influencers for e-commerce content, highlighting the increasing importance of creator-driven marketing ecosystems.
More than fifty percent of respondents viewed individualized product recommendations as highly beneficial, indicating a consumer inclination towards personalized shopping experiences. AI chatbots, although not universally embraced, are extensively employed and often considered advantageous to the shopping experience. A notable proportion indicated no improvement or deemed the tools less effective, underscoring the need for improved customization and more natural interaction in AI applications. A slight majority indicated that AI exhibited a greater understanding of consumer preferences compared to manual browsing, suggesting positive assessments of AI's ability to improve user experience.
Live shopping events have become a notable trend, with over fifty percent of participants reporting engagement and a likelihood of making purchases during these events. The integration of interactive features such as polls and comments received positive feedback; however, there remains an opportunity to enhance their perceived value and engagement. Social media marketing demonstrates the capacity to enhance brand trust and is perceived as more effective than traditional advertisements by most respondents.
The findings indicate a high level of satisfaction with social media in online shopping, as more than fifty percent of participants reported contentment. The presence of indifferent or dissatisfied users suggests that, while current methods are effective for some individuals, continuous enhancement is necessary to meet the expectations of a broader audience. The findings indicate that social media marketing is essential for e-commerce, with its effectiveness dependent on personalization, high engagement, and ongoing innovation.
These trends have considerable implications for the integration of marketing and finance from a financial standpoint. This study did not directly measure ROI or conversion ratios; however, the evidence indicates that strategies including influencer partnerships, short-form video campaigns, AI-driven personalization, and live shopping events significantly impact consumer purchase decisions and contribute to sales growth. These practices are associated with enhanced efficiency in customer acquisition, decreased cost-per-conversion, and increased lifetime customer value. Subsequent research may enhance this connection by integrating consumer perception data with brand-level financial metrics, including revenue growth, return on investment from campaigns, and customer retention rates, thus linking marketing effectiveness to quantifiable financial outcomes.

6. Conclusion

This research illustrates that recent developments in social media marketing, such as influencer marketing, short-form video content, AI-driven personalization, chatbot interaction, and live shopping, have significantly altered the e-commerce landscape. Consumers demonstrate considerable involvement with these strategies and rely on them for informed purchasing decisions. A considerable percentage of respondents agreed that social media marketing enhances trust, boosts purchase intent, and offers a more personalized and enjoyable shopping experience compared to traditional marketing methods.
The study illustrates that consumer behavior is increasingly influenced by interactive and visual content, with platforms such as Instagram, YouTube, and Facebook serving a crucial function in brand discovery and loyalty. Research indicates that social media advertising significantly influences repeat purchases and brand loyalty. E-commerce businesses that adapt their digital marketing strategies to include emerging solutions are more likely to maintain relevance, competitiveness, and achieve long-term success.

6.1. Policy implications

This study emphasizes the need for enhanced regulatory and ethical frameworks to direct the implementation of emerging trends in social media marketing. The impact of endorsements by social media influencers on consumer trust and purchasing behavior necessitates more rigorous enforcement of transparency and disclosure regulations. It is crucial to facilitate the audience's ability to differentiate between organic content and paid advertising. The personalization facilitated by AI and the growing reliance on chatbots present significant concerns regarding data privacy, informed consent, and the accountability of algorithms. Cooperation between regulatory bodies, platforms, and enterprises is important to establish standards that protect consumer rights and promote innovation. Analyzing the ethical and policy dimensions enables e-commerce firms to enhance trust, mitigate misinformation, and promote sustainable growth within the digital marketplace.

6.2. Limitations of the research

The sample size of 165 respondents may limit the study's capacity to adequately represent the diversity of consumer segments across different locations, age groups, and economic backgrounds. This research analyzed consumer perceptions and self-reported behaviors, which may be influenced by social desirability bias or recent online interactions. The research did not assess the ROI (Return on Investment) or the actual sales data of brands utilizing these trends, which would offer a more objective evaluation of their effectiveness.
A further limitation pertains to the geographic and demographic breadth of the sample. The concentration of respondents within regions and demographic segments may limit the findings' ability to accurately represent the viewpoints of consumers from diverse cultural, economic, or generational contexts. Future research should include a wider range of consumer segments to improve generalizability and provide more comprehensive insights into the global relevance of social media marketing trends.

6.3. Future scope

Future research should focus on longitudinal studies to analyze the changes in consumer behavior over time as social media strategies develop. A thorough analysis of user behavior across different social media platforms reveals the unique dynamics inherent to each platform. The amalgamation of commercial metrics, including sales conversion rates, customer retention, and engagement analysis, with consumer assumption data enhances the comprehension of how emerging social media trends influence e-commerce performance.

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