

## A SURVEY ON EFFECTS OF SOCIAL MEDIA ON E-COMMERCE AND ITS IMPACT ON PSYCHOLOGY AMONG YOUTHS IN PANVEL REGION

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### Abstract:

*This research investigates the role of social media in shaping e-commerce behaviors and its psychological impact on youths in the Panvel region. Data collected from 59 respondents highlights how platforms like Instagram and YouTube influence consumer decisions and mental well-being. The study emphasizes the need for mindful digital usage and ethical marketing practices to mitigate negative effects such as materialism and Fear of Missing Out (FOMO).*

**Key words:** Social Media, E-Commerce, Psychology, Youths, Panvel.

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### Introduction:

Social media's ascent over the last ten years has transformed marketing, communication, and commerce, changing how companies interact with their customers. This has ushered in a new era of e-commerce, where social interaction and marketplace functions are combined on online platforms to impact consumer behaviour. Social media sites like Facebook, and Instagram are being used more often in the Panvel district, a developing suburban area close to Mumbai, as a result of a spike in internet access. These platforms are crucial in influencing young people's views and behaviours, particularly with regard to internet purchasing. Social media marketing has propelled e-commerce to prominence in the retail industry by providing immediate access to goods and services, frequently in conjunction with peer evaluations, influencer marketing, and advertisements. Young people are especially vulnerable to the psychological impacts of internet shopping because they are the main users of these sites. Impulsive purchasing, social

comparison, problems with body image, and the need for immediate pleasure are some of these repercussions. Furthermore, continuous exposure to carefully chosen content can have an impact on one's sense of self and may have an unconscious or irrational influence on one's purchase decisions. The purpose of this study is to investigate how social media affects young people's psychology and e-commerce in the Panvel area. The study looks into how social media marketing affects buying patterns and mental health in an effort to shed light on the wider ramifications of these developments for young consumers. Policymakers must address potential psychological hazards related to the increasing influence of social media in e-commerce, and businesses must comprehend these dynamics in order to develop ethical marketing strategies. Through data analysis, surveys, and interviews, this study will clarify the intricate connection between youth psychology, e-commerce, and social media in Panvel.

**Literature Review:**

**Kwahk, K. Y., & Ge, X. (2012, January).** Around the world, social media has grown in popularity in recent years. The purpose of this study is to investigate how social media affects users' intentions to visit and make purchases in the setting of e-commerce. They employ structural equation modelling to assess and analyse the research model and related hypotheses through a questionnaire survey. The findings show that social media commitment and interaction relationships have a favourable impact on both normative and informational social influence. In turn, the latter affects e-commerce visitation and purchase intentions. They conclude by talking about the research results and offering some recommendations for future study and use.

**Kang, J. Y. M., & Johnson, K. K. (2013).** 304 college students who used social networking sites participated in this research. Opinion seeking, perceived trustworthiness, and intentions were found to be significantly impacted by conformity motive. Perceived trustworthiness was found to be significantly influenced by consumer self-confidence. In turn, it was found that intentions were significantly positively impacted by opinion-seeking and perceived trustworthiness. The relationship between intents and opinion-seeking was modified by price orientation. The relationship between intentions and perceived trustworthiness was modulated by brand-loyal orientation. In addition to helping clothing merchants distinguish and adjust their strategies appropriately, our suggested model gave them a tool to precisely define social e-shopper market categories.

**Liang, T. P., Ho, Y. T., Li, Y. W., & Turban, E. (2011).** Because social networking sites like Facebook, LinkedIn, and Twitter are becoming more and more popular, social commerce is becoming a significant e-commerce platform. They conducted an empirical study on a well-known microblog to examine how social factors like social support and relationship

quality impact the user's intention of future participation in social commerce in order to comprehend the social sharing and social shopping intention of users in social networking websites. According to the findings, both elements are crucial. A user's intention to utilize social commerce and to stick with a social networking site is positively influenced by social support and the quality of the website. The quality of the user-social networking site relationship is discovered to be a mediating factor in these effects. Their findings aid practitioners in creating more effective social commerce strategies as well as researchers in understanding the reasons behind the rise in popularity of social commerce.

**Research Gap:**

Observations have shown that various studies have been taken on social media and E-Commerce but particularly to a A Survey on Effects of Social Media on E-Commerce and Its Impact on Psychology Among Youths in Panvel Region is newly confined in this research proposal.

**Research Methodology:**

Both primary and secondary sources were utilized in gathering data for this research project. Data collection involved the utilization of primary sources such as questionnaires, interviews, and observation. Additionally, secondary sources such as books, journals, and magazines have been utilized. This study employed a non-probability purposive sampling method to focus on 59 active social media users in the Panvel region. Data was collected using structured questionnaires and analyzed using Advanced Excel techniques.

**Need of the Study:**

The way young consumers in the Panvel region interact with digital material and online buying has changed significantly as a result of the quick development of social media and e-commerce. Understanding the psychological effects of peer-driven trends, influencer

promotions, and targeted advertising is crucial as more and more young people are exposed to these forms of media. The project will fill the knowledge vacuum on the combined effects of social media on young people's purchasing behaviour and mental health. The study intends to shed light on potential hazards such as anxiety, body image problems, and impulsive purchasing by examining these dynamics. It will also educate schools,

legislators, and businesses on the need of mental health awareness and appropriate marketing in the digital age.

**Objectives:**

1. To examine the impact of social media on e-commerce behaviour among youths in Panvel.
2. To analyze psychological effects like materialism, self-esteem, and FOMO.
3. To provide actionable recommendations for ethical and balanced marketing practices.

**Data Analysis:**
**Demographic Study:**
**Table 1: Gender**

Gender	Percentage
Male	64.4
Female	35.6
<b>Total</b>	<b>100</b>

**Table 2: Age**

Age	Percentage
Under 16	0
16-18	28.8
19-21	62.7
22-24	8.5
25 and above	0
<b>Total</b>	<b>100</b>

**Table 3: Qualification**

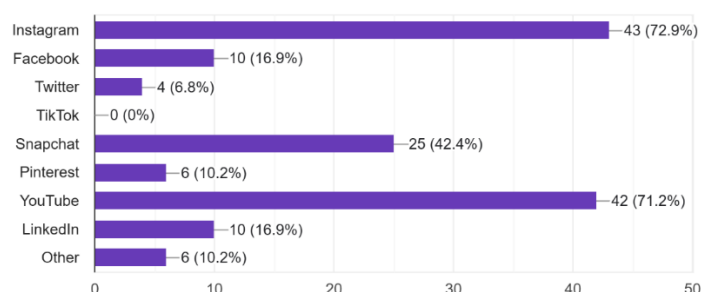
Qualification	Percentage
High School	6.8
Under Graduate	78
Post Graduate	11.8
Diploma	0
Other	3.4
<b>Total</b>	<b>100</b>

**Table 4: Location**

Location	Percentage
Urban	66.1
Semi-Urban	8.5
Rural	25.4
<b>Total</b>	<b>100</b>

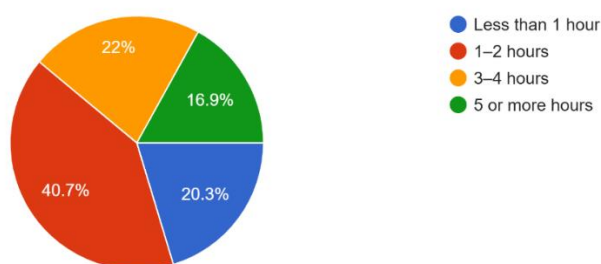
Which of the following social media platforms do you use regularly?

59 responses



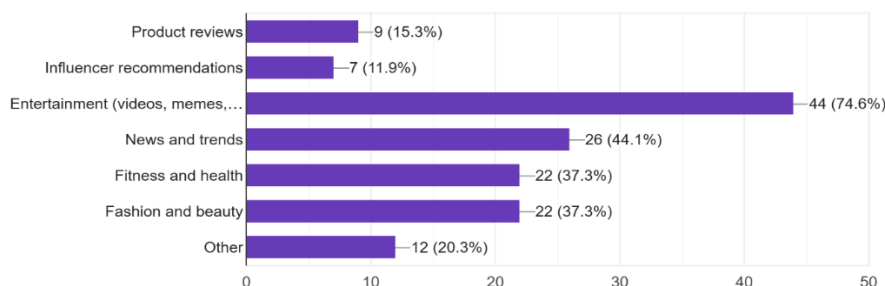
How many hours per day do you spend on social media?

59 responses



What type of content do you engage with the most on social media?

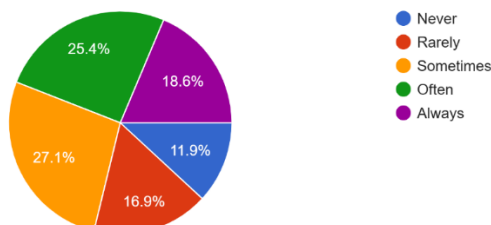
59 responses





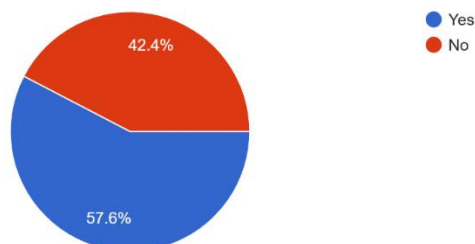
How often do you come across advertisements or promotions on social media?

59 responses



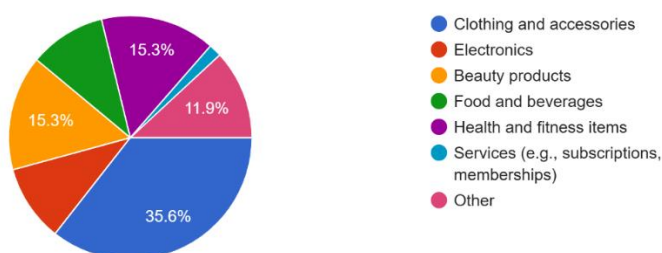
Have you ever made a purchase based on something you saw on social media?

59 responses



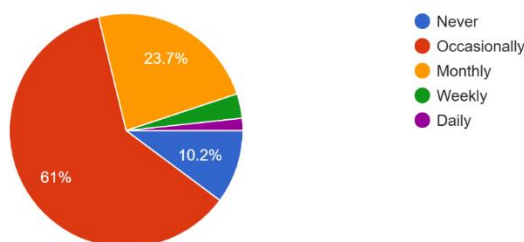
What type of products have you purchased through social media links or advertisements?

59 responses



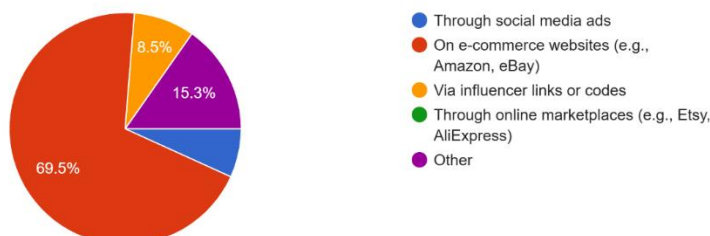
How often do you make purchases online?

59 responses



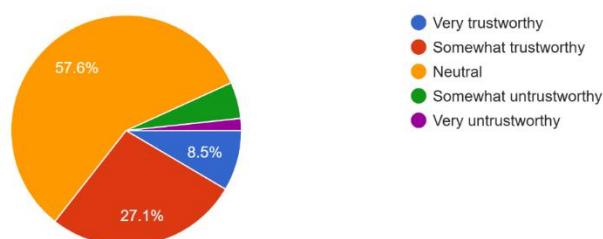
How do you usually make your purchases online?

59 responses



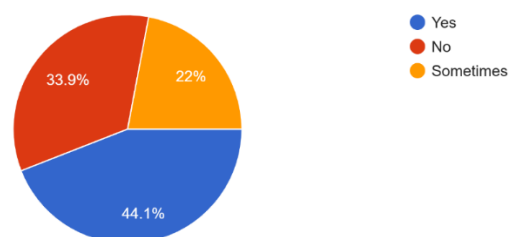
How do you feel about the trustworthiness of products advertised on social media?

59 responses



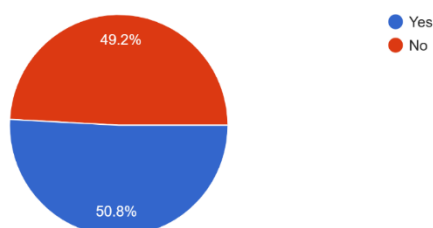
Have you ever experienced regret after purchasing something from social media?

59 responses

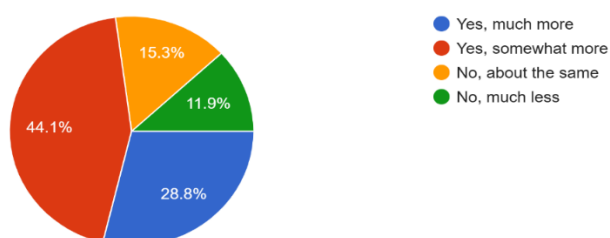


Have you ever felt an emotional connection to a brand or product because of its portrayal on social media?

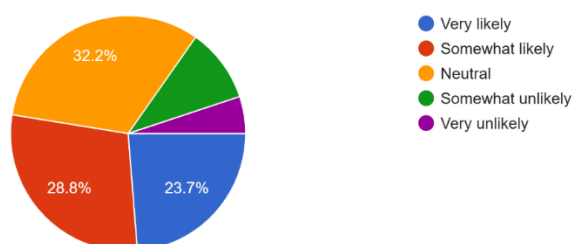
59 responses



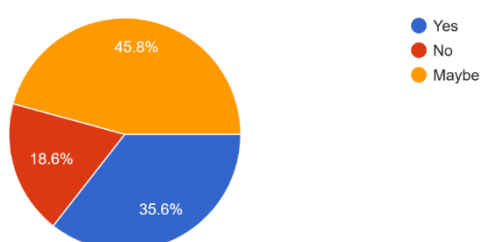
Do you think social media influences your purchasing decisions more than traditional advertising methods  
59 responses



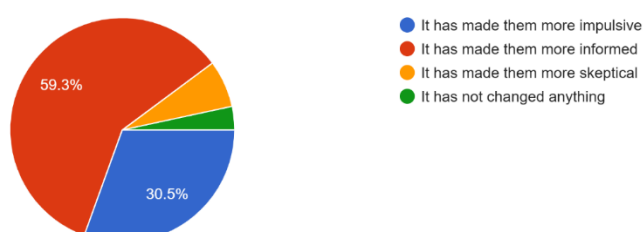
How likely are you to recommend a product you've seen on social media to your friends or family?  
59 responses



Would you feel more confident purchasing from a brand if they had positive reviews from social media influencers you trust?  
59 responses



How do you think the rise of social media advertising has changed the way young people approach shopping?  
59 responses



**Conclusion:**

Social media is a transformative force in e-commerce but comes with challenges affecting mental well-being. Businesses, educators, and policymakers must collaborate to promote ethical practices and digital literacy, ensuring a healthier online ecosystem for young consumers.

**Suggestions:****→ For Youths**

- Practice mindful consumption of social media content.
- Understand the psychological impacts of advertising and influencer culture.

**→ For E-Commerce Companies**

- Implement transparent and ethical marketing strategies.
- Partner with influencers promoting positive and relatable content.
- For Policymakers

- Develop programs educating youths about digital literacy and mental health.
- Enforce stricter regulations on targeted advertising.

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