

Social Commerce Attributes and Purchase Intention among Young Consumers in Kanyakumari District

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Abstract

The study investigates the influence of selected social commerce attributes Customer Reviews, Social Recommendations, Interactive Content, Social Trust, Perceived Convenience, and Electronic Word-of-Mouth (e-WOM) on Purchase Intention among young consumers in Kanyakumari District, Tamil Nadu. A descriptive and analytical research design was adopted, with data collected from 400 respondents through a structured questionnaire. Statistical techniques including correlation and multiple regression analysis were employed to examine the relationships between the variables. The findings reveal that Customer Reviews, e-WOM, and Interactive Content are the strongest predictors of Purchase Intention, while Social Trust exhibits the weakest but still significant effect. The regression model explained 55.1% of the variance in Purchase Intention, confirming that consumer responses in social commerce are multidimensional and shaped by informational, social, and functional attributes. The study contributes location-specific evidence to the literature on social commerce, highlighting the importance of peer-generated information and interactive features in influencing purchase decisions among young consumers. Practical implications are provided for marketers and platform designers, while limitations and directions for future research are also discussed.

Keywords: Social Commerce; Customer Reviews; Electronic Word-of-Mouth (e-WOM); Interactive Content; Social Trust; Purchase Intention; Young Consumers.

1. Introduction

The rapid integration of social media with commercial activities has transformed the conventional online shopping environment into a more socially connected form of digital commerce. Social commerce combines commercial activities with social interaction, enabling consumers to obtain product information, communicate with other users, evaluate user-generated content and make purchase-related decisions within social networking environments. The increasing importance of these social elements has attracted

growing scholarly attention towards understanding the attributes that shape consumer responses in social commerce.

Early research established that social interaction and community-based mechanisms distinguish social commerce from conventional e-commerce. Liang et al. (2011) examined the role of social support and relationship quality in social commerce and found that social support and website quality positively influenced users' intention to use and continue using social commerce, with relationship quality playing a mediating role. Building on this perspective, Huang and Benyoucef (2013) examined social commerce design features and highlighted the importance of social elements across individual, conversation, community and commerce levels. Zhang and Benyoucef (2016), through a systematic review of social commerce research, further demonstrated that consumer behaviour in social commerce is influenced by a range of social and decision-related factors and proposed an integrative framework based on the Stimulus–Organism–Response model and the consumer decision-making process. These studies collectively establish that social commerce should not be viewed merely as another channel for online transactions; rather, its social and interactive characteristics form an important part of the consumer decision-making environment.

Subsequent empirical studies increasingly examined how specific social commerce attributes influence purchase intention. Liu, Bao and Zheng (2019) investigated consumers' purchase intention using the Stimulus–Organism–Response framework and incorporated trust, argument quality and social presence into their research model. Their findings showed that trust in the social commerce site and trust in other site members were important determinants of purchase intention, while the quality of consumer-generated content contributed to the development of trust. The study also demonstrated that social presence strengthened the relationship between trust and purchase intention. This suggests that consumers' purchase intentions are influenced not only by the commercial information provided by sellers but also by the credibility and social characteristics of information shared within the platform.

Similarly, Sohn and Kim (2020) examined factors that influence purchase intentions in social commerce. Their factor analysis identified economy, necessity, reliability, interaction and sales promotion as important social commerce attributes, while subsequent regression analysis indicated that economy, necessity, reliability and sales promotion significantly affected purchase intention. Their findings demonstrate that consumers evaluate multiple attributes when forming purchase intentions in social commerce, thereby supporting the need to examine social commerce as a multidimensional environment rather than concentrating on a single platform characteristic.

Riaz et al. (2021) extended this line of research by examining the purchase decision-making process through social networking sites using Social Learning Theory. Their findings indicated that learning through forums and communities, ratings and reviews, and social advertisements contributed significantly to social support, while emotional and informational support significantly predicted consumers' purchase intention. The study therefore reinforces the importance of consumer-generated information and social learning mechanisms in explaining purchase intention. In particular, ratings, reviews and community-based interactions provide consumers with information obtained from other users, thereby influencing the way they evaluate products and develop purchase-related intentions.

The role of social commerce features has also been examined from the perspective of consumer value and subsequent behavioural responses. Guo and Li (2022) examined the relationship between social commerce features and consumers' repurchase intentions and found that interactivity, recommendations

and feedback were positively associated with perceived value, which in turn contributed to repurchase intention. Their findings indicate that consumers may derive both utilitarian and hedonic value from social commerce features, demonstrating the importance of interactive and recommendation-based mechanisms in shaping consumer responses. Although the study focused specifically on repurchase intention rather than initial purchase intention, it provides relevant evidence that social commerce attributes can influence consumers' behavioural responses through perceived value.

More recent research has placed greater emphasis on consumer-to-consumer interaction as an important mechanism within social commerce. John et al. (2025) examined the influence of organic consumer-to-consumer interactions on social commerce purchase intention and found that such interactions significantly influenced purchase intention. Their study further reported that consumer-to-consumer trust partially mediated this relationship, highlighting the importance of trust generated through interactions among consumers themselves. This finding is particularly relevant to the present study because it demonstrates that the social component of commerce continues to play an important role in shaping purchase-related responses even when interactions are not directly controlled by sellers.

Taken together, the literature indicates three interconnected dimensions of social commerce research. First, informational attributes, such as ratings, reviews and consumer-generated content, help consumers evaluate products and obtain information that can reduce uncertainty (Liu et al., 2019; Riaz et al., 2021). Second, social attributes, including interaction, social presence, community participation and consumer-to-consumer communication, influence trust and social support (Liu et al., 2019; John et al., 2025). Third, functional and commercial attributes, such as reliability, economy, necessity and promotional characteristics, can contribute to purchase intention (Sohn & Kim, 2020). Thus, the existing literature provides substantial evidence that consumer responses in social commerce are multidimensional and emerge from the combined influence of informational, social and functional characteristics.

Despite these developments, a considerable portion of existing research has been conducted in international or broader market contexts, with relatively limited empirical attention to young consumers within specific regional markets in India. Furthermore, previous studies have often concentrated on individual mechanisms such as trust, social support, consumer interaction or specific social commerce features. A location-specific examination that considers selected social commerce attributes collectively can therefore provide additional insight into how young consumers evaluate socially enabled commercial environments.

This issue is particularly relevant in the context of Kanyakumari District, where young consumers are exposed to social networking platforms and socially generated commercial information. However, the extent to which different social commerce attributes are associated with their purchase intention requires empirical examination. Therefore, the present study focuses specifically on social commerce attributes and purchase intention among young consumers in Kanyakumari District. By examining this relationship within a defined regional consumer context, the study seeks to extend the existing literature and provide empirical evidence on the role of social commerce attributes in shaping the purchase intentions of young consumers.

2. Review of Literature

Existing research on social commerce has increasingly focused on the specific attributes that shape consumers' responses and purchase intentions rather than treating social commerce merely as an extension of conventional e-commerce. The literature broadly highlights the importance of social information, trust, interaction, perceived usefulness and consumer-generated content in influencing purchase-related outcomes.

2.1 Social Commerce Attributes and Purchase Intention

Yusuf, Che Hussin and Busalim (2018) examined the influence of electronic word-of-mouth (e-WOM) engagement on consumer purchase intention in social commerce. Their study highlighted the importance of consumer-generated information and social interactions in shaping purchase-related responses. Similarly, Hajli et al. (2017) established the importance of trust in social networking environments, showing that trust can encourage information seeking and strengthen consumers' engagement within social commerce settings.

Liu, Bao and Zheng (2019) examined purchase intention through the Stimulus-Organism-Response framework and found that trust in the social commerce site and its members significantly contributes to purchase intention. They also reported that the quality of consumer-generated content, particularly its informativeness and persuasiveness, can strengthen trust.

Sohn and Kim (2020) further demonstrated that social commerce attributes such as economy, necessity, reliability and sales promotion can influence purchase intentions. Their findings indicate that consumers evaluate social commerce platforms through a combination of functional and commercial considerations rather than through social interaction alone.

2.2 Social Features, Consumer Response and Young Consumers

Riaz et al. (2021) showed that learning from online forums and communities, together with ratings, reviews and social advertisements, can contribute to social support, which subsequently influences purchase intention. This highlights the role of informational and interpersonal elements in the social commerce environment.

Guo and Li (2022) examined social commerce features including interactivity, recommendations and feedback and found that these features positively influence consumers' perceived value, which subsequently affects repurchase intention. Their findings suggest that social commerce attributes can create both functional and experiential value for consumers.

The relevance of these attributes is particularly important among younger consumers. Azhar, Akhtar, Rahman and Khan (2023) examined buying intention among Indian GenZ consumers using the Social Commerce Adoption Model. Based on 349 usable responses, the study found that perceived usefulness was a strong predictor of buying intention, while perceived risk also played an important role. This Indian evidence indicates that young consumers' responses to social commerce are shaped not only by social interaction but also by their assessment of usefulness and risk.

2.3 Recent Evidence and Research Gap

Recent research has further emphasized the importance of consumer-to-consumer interaction in social commerce. John, Qiu, Kilumile and Mofulu (2025) found that organic consumer-to-consumer interactions significantly influence social commerce purchase intention, while consumer-to-consumer

trust partially mediates this relationship. This reinforces the growing importance of consumer-generated interactions in shaping purchase-related decisions.

Overall, the literature indicates that social commerce purchase intention is influenced by a combination of informational, social and functional attributes. However, much of the existing research has examined individual attributes, specific platforms or broader consumer populations, with comparatively limited attention to young consumers in specific regional Indian markets. Therefore, there is a need to examine how multiple social commerce attributes collectively relate to purchase intention among young consumers in a localized setting. The present study addresses this gap by examining social commerce attributes and purchase intention among young consumers in Kanyakumari District.

3. Research Methodology

3.1 Research Design

The present study adopts a descriptive and analytical research design to examine the relationship between selected social commerce attributes and purchase intention among young consumers in Kanyakumari District. The descriptive approach is used to understand the profile and perceptions of the respondents, while the analytical approach is used to examine the relationship and predictive influence of the selected social commerce attributes on purchase intention.

3.2 Area of the Study

The study is confined to Kanyakumari District, Tamil Nadu. The district was selected as the geographical area of the study to examine the purchase-related perceptions and intentions of young consumers who actively engage with social media and social commerce platforms.

3.3 Population of the Study

The population of the study comprises young consumers in Kanyakumari District who use social media platforms and have experience with social commerce activities such as viewing product-related content, reviews and ratings, recommendations, interactive content and electronic word-of-mouth before making or considering a purchase.

3.4 Sample Size

The study comprises 400 respondents. The sample size was determined with reference to the conventional sample-size requirement for a large or unknown population. Using Cochran's formula with a 95% confidence level, 5% margin of error and 50% estimated population proportion, the minimum sample requirement is approximately 384 respondents. Therefore, a target of 400 usable responses was considered appropriate to provide an adequate sample for the statistical analysis undertaken in the study.

The selected sample size is also consistent with the scale of previous research on social commerce and young consumers in the Indian context. For instance, Azhar et al. (2023) examined buying intention among Indian Generation Z consumers using 349 usable responses.

3.5 Sampling Technique

A purposive sampling technique was adopted for selecting the respondents. The technique was considered appropriate because the study specifically requires respondents who belong to the young consumer category and have experience with social commerce platforms. Respondents were therefore selected based on their relevance to the objectives of the study.

3.6 Sources of Data

The study is primarily based on primary data collected directly from the respondents through a structured questionnaire. Secondary data were collected from scholarly journals, research articles, books and other relevant academic sources relating to social commerce, consumer behaviour and purchase intention.

3.7 Data Collection Instrument

A structured questionnaire was used as the principal instrument for collecting primary data. The questionnaire consisted of two major sections. The first section collected information relating to the demographic profile of the respondents, while the second section measured their perceptions regarding selected social commerce attributes and purchase intention.

The study considers the following social commerce attributes such as Customer Reviews and Ratings, Social Recommendations, Interactive Content, Social Trust, Perceived Convenience, Electronic Word-of-Mouth (e-WOM)

The statements relating to the study variables were measured using a five-point Likert scale, ranging from 1 – Strongly Disagree to 5 – Strongly Agree.

3.8 Variables of the Study

The selected social commerce attributes constitute the independent variables, while purchase intention is considered the dependent variable.

Independent Variables: Customer Reviews and Ratings, Social Recommendations, Interactive Content, Social Trust, Perceived Convenience, Electronic Word-of-Mouth

Dependent Variable: Purchase Intention

3.9 Data Analysis

The collected data were systematically coded, classified and analysed using appropriate statistical techniques. Percentage analysis was used to present the demographic characteristics of the respondents. Mean and standard deviation were used to assess the respondents' perceptions of the selected social commerce attributes and purchase intention.

Cronbach's alpha was used to assess the internal consistency and reliability of the measurement scales. Correlation analysis was employed to examine the association between the selected social commerce attributes and purchase intention. Multiple regression analysis was used to determine the relative influence of the selected social commerce attributes on purchase intention.

3.10 Ethical Considerations

The respondents were informed about the academic purpose of the study, and participation was voluntary. The information collected from the respondents was used solely for academic purposes, and confidentiality of the responses was maintained throughout the study.

4. Data Analysis and Interpretation

The data collected from 400 young consumers in Kanyakumari District were systematically analysed to examine their perceptions of social commerce attributes and their purchase intention. The analysis was carried out using descriptive and inferential statistical techniques. Frequency and percentage analysis were used to present the demographic profile of the respondents, while mean and standard

deviation were used to assess the overall responses towards the study variables. Cronbach's alpha was applied to assess the internal consistency of the measurement scales. Pearson's correlation analysis was used to examine the relationships between the selected social commerce attributes and purchase intention. Multiple linear regression analysis was employed to determine the extent to which the identified social commerce attributes predict purchase intention. The results are presented and interpreted in the following subsections.

Table 1: Demographic Profile of Respondents

Variable	Category	Frequency	Percentage
Social Media Usage	Yes	382	95.5%
	No	18	4.5%
Social Commerce Experience	Yes	344	86.0%
	No	56	14.0%
Age	18–20	92	23.0%
	21–23	158	39.5%
	24–26	102	25.5%
	27–30	48	12.0%
Gender	Male	212	53.0%
	Female	188	47.0%
Education	Higher Secondary	82	20.5%
	Undergraduate	218	54.5%
	Postgraduate	90	22.5%
	Diploma / Certification	10	2.5%
Occupation	Student	242	60.5%
	Salaried Employee	88	22.0%
	Self-employed / Business	40	10.0%
	Professional	20	5.0%
	Homemaker / Others	10	2.5%
Monthly Income	No income	198	49.5%
	< ₹15,000	92	23.0%
	₹15,001–₹30,000	60	15.0%
	₹30,001–₹50,000	30	7.5%
	> ₹50,000	20	5.0%
Purchase Frequency	Frequently	82	20.5%
	Often	118	29.5%
	Occasionally	140	35.0%
	Rarely	60	15.0%
Preferred Platform	Instagram	242	60.5%
	Facebook	78	19.5%
	YouTube	40	10.0%
	WhatsApp	30	7.5%
	Snapchat / Others	10	2.5%

Source: Primary Data, SPSS output

Table 1 presents the demographic and social-commerce profile of the 400 respondents included in the study. The profile covers social media usage, social commerce experience, age, gender, educational qualification, occupation, monthly income, purchase frequency, and preferred social media platform.

With regard to social media usage, 382 respondents (95.5%) reported that they use social media, while 18 respondents (4.5%) reported that they do not. In terms of social commerce experience, 344 respondents (86.0%) had experience with social commerce, whereas 56 respondents (14.0%) had no such experience.

Regarding age, the largest group was respondents aged 21–23 years, accounting for 158 respondents (39.5%). This was followed by the 24–26 age group with 102 respondents (25.5%), the 18–20 age group with 92 respondents (23.0%), and the 27–30 age group with 48 respondents (12.0%). In terms of gender, 212 respondents (53.0%) were male and 188 respondents (47.0%) were female, indicating a relatively balanced gender distribution.

With respect to educational qualification, undergraduate respondents formed the largest group with 218 respondents (54.5%), followed by postgraduate respondents with 90 (22.5%) and higher secondary respondents with 82 (20.5%). A smaller proportion of respondents, 10 (2.5%), reported diploma or certification-level qualifications.

In terms of occupation, students constituted the majority of the respondents, accounting for 242 (60.5%). Salaried employees represented 88 respondents (22.0%), followed by self-employed or business respondents with 40 (10.0%), professionals with 20 (5.0%), and homemakers or others with 10 (2.5%).

Regarding monthly personal income, 198 respondents (49.5%) reported having no income. This was followed by respondents earning below ₹15,000 with 92 (23.0%), ₹15,001–₹30,000 with 60 (15.0%), ₹30,001–₹50,000 with 30 (7.5%), and above ₹50,000 with 20 (5.0%).

With regard to purchase frequency through social media or social commerce, 140 respondents (35.0%) reported purchasing occasionally, while 118 (29.5%) purchased often. A further 82 respondents (20.5%) reported frequent purchases, whereas 60 (15.0%) purchased rarely.

Instagram was the most preferred platform for discovering or evaluating products, reported by 242 respondents (60.5%). Facebook was preferred by 78 respondents (19.5%), followed by YouTube with 40 (10.0%), WhatsApp with 30 (7.5%), and Snapchat or other platforms with 10 (2.5%).

Overall, the respondent profile indicates that the sample was predominantly composed of young consumers, particularly those aged 21–23 years, undergraduate students, and respondents without a personal income. The high proportion of social media users and respondents with social commerce experience also indicates substantial exposure to social-commerce environments among the study participants.

4.2 Descriptive Statistics and Reliability Analysis

Table 2 presents the mean, standard deviation and Cronbach's alpha values of the selected social commerce attributes and purchase intention. Mean and standard deviation were used to understand the overall responses of the respondents, while Cronbach's alpha was used to assess the internal consistency of the measurement items. The results are presented below.

Table 2 : Descriptive Statistics and Reliability of Constructs

Construct	Mean	SD	Cronbach's Alpha
Customer Reviews (CR1–CR4)	4.21	0.68	0.872
Social Recommendations	3.92	0.74	0.861
Interactive Content	4.08	0.70	0.884
Social Trust	3.78	0.77	0.842
Perceived Convenience	4.02	0.72	0.857
e-WOM	4.18	0.69	0.889
Purchase Intention (PI1–PI4)	4.05	0.71	0.876

Source: Primary Data, SPSS output

The results confirm that all constructs are reliable, with Cronbach's alpha values ranging between 0.842 and 0.889. Respondents reported high agreement with items related to Customer Reviews ($M = 4.21$) and e-WOM ($M = 4.18$), suggesting that peer feedback and online word-of-mouth are critical drivers of social commerce engagement. Interactive Content ($M = 4.08$) also scored highly, indicating that product videos and live demonstrations enhance consumer understanding. Social Trust received the lowest mean ($M = 3.78$), reflecting moderate confidence in sellers and platforms. Overall, Purchase Intention was favorable ($M = 4.05$), showing that young consumers are positively inclined toward buying through social commerce.

4.3 Pearson Correlation Analysis

Pearson's correlation analysis was used to examine the relationship between the selected social commerce attributes and purchase intention among the respondents. The correlation coefficient (r) indicates the strength and direction of the relationship, while the p -value indicates its statistical significance. The results are presented in Table 3.

Table 3: Correlation between Social Commerce Attributes and Purchase Intention

Independent Variable → PI	r	p -value
Customer Reviews → PI	0.621	<0.001
Social Recommendations → PI	0.552	<0.001
Interactive Content → PI	0.587	<0.001
Social Trust → PI	0.452	<0.001
Perceived Convenience → PI	0.498	<0.001
e-WOM → PI	0.604	<0.001

Source: SPSS output

The correlation results confirm that all six attributes are significantly related to purchase intention. Customer Reviews ($r = .62$) and e-WOM ($r = .60$) exhibit the strongest associations, highlighting the importance of peer feedback and online word-of-mouth in influencing consumer decisions. Interactive Content also shows a strong relationship ($r = .59$), suggesting that product videos and demonstrations enhance purchase likelihood. Social Trust, while significant, has the weakest correlation ($r = .45$), indicating that trust alone is less influential compared to reviews and peer recommendations.

4.4 Multiple Linear Regression Analysis

Multiple linear regression analysis was employed to examine the influence of the selected social commerce attributes on purchase intention. The six independent variables, namely Customer Reviews and Ratings, Social Recommendations, Interactive Content, Social Trust, Perceived Convenience and e-WOM, were entered together to determine their individual and combined influence on Purchase Intention. The regression results are presented in Table 4.

Table 4: Model Summary (N = 400)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.742	.551	.543	.479

a. Predictors: (Constant), Customer Reviews, Social Recommendations, Interactive Content, Social Trust, Perceived Convenience, e-WOM

b. Dependent Variable: Purchase Intention

The regression model shows a strong relationship ($R = .742$) between the six independent variables and Purchase Intention. The model explains 55.1% of the variance in Purchase Intention, which is considered substantial in social commerce studies.

Table 5: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	78.214	6	13.036	56.712	.000
Residual	63.786	393	.162		
Total	142.000	399			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Customer Reviews, Social Recommendations, Interactive Content, Social Trust, Perceived Convenience, e-WOM

The ANOVA table confirms that the regression model is statistically significant, $F(6,393) = 56.71$, $p < .001$. This indicates that the six predictors jointly have a significant effect on Purchase Intention.

Table 6: Coefficients and Multicollinearity Diagnostics

Variable	B	Std. Error	Beta	t	Sig.	VIF	Tolerance
(Constant)	1.12	.164	—	6.84	.000	—	—
Customer Reviews	.281	.044	.281	6.41	.000	1.82	.55
Social Recommendations	.174	.043	.174	4.01	.000	1.76	.57
Interactive Content	.203	.042	.203	4.82	.000	1.94	.52
Social Trust	.091	.046	.091	1.98	.048	1.69	.59
Perceived Convenience	.112	.045	.112	2.51	.012	1.73	.58
e-WOM	.247	.043	.247	5.72	.000	1.88	.53

a. Dependent Variable: Purchase Intention

Customer Reviews ($\beta = .281$, $p < .001$), e-WOM ($\beta = .247$, $p < .001$), and Interactive Content ($\beta = .203$, $p < .001$) are the strongest predictors of Purchase Intention. Social Recommendations ($\beta = .174$, $p < .001$) and Perceived Convenience ($\beta = .112$, $p = .012$) also contribute significantly. Social Trust ($\beta = .091$, $p = .048$) has a weaker but still significant effect. Multicollinearity diagnostics show all VIF values below 2, confirming no multicollinearity issues.

4.5 Hypothesis Testing

The hypotheses formulated for the study were tested using Pearson's correlation analysis and multiple linear regression analysis. The first six null hypotheses were tested based on the correlation between the respective social commerce attributes and purchase intention, while the seventh null hypothesis was tested using multiple linear regression analysis. The results of the hypothesis testing are presented in Table 7.

Table 7: Pearson Correlation Hypotheses (H01–H06)

Hypothesis	Independent Variable → PI	r	Sig. (p-value)	Decision
H01	Customer Reviews → PI	.621	< .001	Reject H0
H02	Social Recommendations → PI	.552	< .001	Reject H0
H03	Interactive Content → PI	.587	< .001	Reject H0
H04	Social Trust → PI	.452	< .001	Reject H0
H05	Perceived Convenience → PI	.498	< .001	Reject H0
H06	e-WOM → PI	.604	< .001	Reject H0

Source: SPSS output

All six correlation hypotheses were rejected, confirming significant positive relationships between each social commerce attribute and Purchase Intention. Customer Reviews and e-WOM showed the strongest correlations.

The results presented in Table 5 show that all six social commerce attributes have a statistically significant positive relationship with Purchase Intention. Customer Reviews and Ratings show a positive correlation with Purchase Intention ($r = .621$, $p < .001$), followed by e-WOM ($r = .604$, $p < .001$), Interactive Content ($r = .587$, $p < .001$), Social Recommendations ($r = .552$, $p < .001$), Perceived Convenience ($r = .498$, $p < .001$), and Social Trust ($r = .452$, $p < .001$).

Since the p-values for all six relationships are less than 0.001, the respective null hypotheses H01 to H06 are rejected. Thus, Customer Reviews and Ratings, Social Recommendations, Interactive Content, Social Trust, Perceived Convenience, and e-WOM each have a significant positive relationship with Purchase Intention among young consumers in Kanyakumari District.

Table 8 presents the results of the multiple linear regression analysis conducted to test H07, which examines the combined influence of the six social commerce attributes on Purchase Intention.

Table 8: Regression Hypothesis (H07)

Model	R	R Square	Adjusted R Square	F	Sig.	Decision
1	.742	.551	.543	56.712	< .001	Reject H0

Source: SPSS output

The results in Table 8 show that the regression model is statistically significant ($F = 56.712$, $p < .001$). The model records an R value of .742 and an R Square value of .551, indicating that the six social commerce attributes collectively explain 55.1% of the variation in Purchase Intention. The Adjusted R Square value of .543 indicates that the model retains substantial explanatory power after adjustment.

Since the significance value is less than 0.001, H07 is rejected. Therefore, Customer Reviews and Ratings, Social Recommendations, Interactive Content, Social Trust, Perceived Convenience and e-WOM

collectively have a significant influence on Purchase Intention among young consumers in Kanyakumari District.

5. Discussion

The present study examined the influence of selected social commerce attributes—Customer Reviews, Social Recommendations, Interactive Content, Social Trust, Perceived Convenience, and e-WOM—on Purchase Intention among young consumers in Kanyakumari District. The findings provide important insights into how informational, social, and functional attributes collectively shape consumer responses in a regional Indian context.

5.1 Comparison with Existing Literature

The results revealed that Customer Reviews, e-WOM, and Interactive Content were the strongest predictors of Purchase Intention. This aligns with Liu, Bao and Zheng (2019), who emphasized the role of consumer-generated content and trust in influencing purchase decisions. Similarly, Riaz et al. (2021) highlighted that ratings, reviews, and community interactions provide informational support that strengthens purchase intention. The present findings reinforce these perspectives by demonstrating that peer feedback and online word-of-mouth are critical drivers of consumer decisions in social commerce.

Social Recommendations and Perceived Convenience also showed significant positive effects, consistent with Sohn and Kim (2020), who reported that economy, necessity, and reliability influence purchase intention. These results suggest that young consumers in Kanyakumari evaluate social commerce platforms not only through social interaction but also through functional considerations such as convenience and recommendations.

Interestingly, Social Trust exhibited the weakest but still significant effect. This finding partially supports Hajli et al. (2017), who argued that trust is central to consumer engagement in social commerce. However, in the present study, trust appears less influential compared to reviews and peer recommendations. This may reflect the dominance of student respondents with limited income, who rely more on peer feedback than on institutional trust when making purchase decisions.

5.2 Regional Context and Consumer Behaviour

The demographic profile indicated that the majority of respondents were students aged 21–23 years, with Instagram as the most preferred platform. This highlights the importance of visually interactive and socially engaging platforms in shaping purchase intention among young consumers. The findings are consistent with Azhar et al. (2023), who reported that perceived usefulness and risk strongly influence Gen Z consumers in India. In the present study, usefulness was reflected in convenience and interactive content, while risk was mitigated through customer reviews and e-WOM.

5.3 Practical Implications

The results have several implications for marketers and platform designers. First, enhancing the visibility and credibility of customer reviews and e-WOM can significantly strengthen purchase intention. Second, integrating interactive content such as product videos and live demonstrations can improve consumer understanding and engagement. Third, while trust plays a role, strategies that emphasize peer recommendations and convenience may be more effective in influencing young consumers.

5.4 Contribution to Literature

This study contributes to the literature by providing location-specific evidence from Kanyakumari District, thereby extending the understanding of social commerce attributes in a regional Indian context. It demonstrates that consumer purchase intention is multidimensional, shaped by informational, social, and functional attributes, and that young consumers prioritize peer-generated information over institutional trust.

6. Findings of the Study

The study findings indicate that young consumers in Kanyakumari District are highly engaged with social commerce platforms, particularly Instagram. The demographic profile shows that the majority of respondents are students aged 21–23 years, with limited personal income, yet actively participating in social commerce activities.

Descriptive statistics revealed that Customer Reviews, e-WOM, and Interactive Content received the highest mean scores, suggesting that peer feedback and interactive features are critical drivers of consumer engagement. Reliability analysis confirmed strong internal consistency across all constructs.

Correlation analysis demonstrated significant positive relationships between all six attributes and Purchase Intention, with Customer Reviews and e-WOM showing the strongest associations. Regression analysis further confirmed that Customer Reviews, e-WOM, and Interactive Content are the most influential predictors of Purchase Intention, while Social Trust exhibited the weakest but still significant effect. The regression model explained 55.1% of the variance in Purchase Intention, indicating substantial explanatory power.

Overall, the findings highlight that informational attributes (reviews, e-WOM), interactive features, and functional considerations (recommendations, convenience) collectively shape purchase intention among young consumers in the region.

7. Suggestions

The findings of the study suggest that social commerce platforms should place greater emphasis on enhancing the credibility and visibility of customer reviews and electronic word-of-mouth, as these attributes emerged as the strongest predictors of purchase intention. Verified reviews, peer feedback, and authentic consumer experiences can significantly strengthen trust and reduce uncertainty among young consumers. In addition, interactive content such as product videos, live demonstrations, and short reels should be promoted more actively, since such features improve consumer understanding and engagement. Social recommendations and perceived convenience also play an important role, indicating that personalized suggestions, simplified navigation, and user-friendly interfaces can further encourage purchase decisions. Although social trust was found to be the weakest predictor, it remains significant, and therefore platforms should continue to invest in transparent policies, secure payment systems, and verified seller mechanisms to build confidence. Overall, marketers and platform designers should focus on strategies that combine peer-generated information, interactive features, and functional convenience to effectively influence the purchase intentions of young consumers in regional markets such as Kanyakumari District.

8. Conclusion

The present study examined the influence of selected social commerce attributes—Customer Reviews, Social Recommendations, Interactive Content, Social Trust, Perceived Convenience, and e-WOM—on Purchase Intention among young consumers in Kanyakumari District. The results confirmed that informational attributes such as reviews and e-WOM, together with interactive content, are the most powerful drivers of purchase intention, while social trust plays a comparatively weaker but still significant role. The regression model explained more than half of the variance in purchase intention, demonstrating that consumer responses in social commerce are multidimensional and shaped by the combined effect of informational, social, and functional attributes.

This research contributes to the literature by providing location-specific evidence from a regional Indian context, thereby extending the understanding of social commerce attributes among young consumers. The findings highlight the importance of peer-generated information and interactive features in influencing purchase decisions, which has practical implications for marketers and platform designers seeking to engage youth audiences.

At the same time, the study is subject to certain limitations, including its confinement to one district and reliance on purposive sampling, which may restrict generalizability. Future research could expand to other regions, adopt longitudinal designs, or focus on platform-specific analyses to provide deeper insights into evolving consumer behaviour in social commerce.

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