Evaluating the Role of Social Media Marketing in Enhancing E-Commerce Customer Experience

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Abstract*: The impact of social media on e-commerce buying behavior is widely recognized. It has the ability to improve customer experiences by conveying ideas, shaping perceptions, and influencing buying intentions. The focus of this paper is to investigate how social media influences trust and willingness to buy on e-commerce platforms, thereby contributing to the nation's economy. The study aims to highlight the important characteristics of social media that influence consumer behavior and drive online purchasing. The findings reveal that social media can be an excellent tool for enhancing trust in e-commerce and increasing the willingness to buy online in developing nations. Furthermore, this study contributes to the theoretical and managerial understanding of how social media builds trust and stimulates online purchasing. It encompasses a wide range of social media characteristics and their impact on e-commerce.*

Keywords: Social Media Marketing, E-Commerce, Customer Engagement

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