

A Study on Impact of Social Commerce on Customer Purchase Intention

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Abstract: *This project aims to investigate the impact of social commerce on customer purchase intention. Social commerce refers to the utilization of social media platforms and social interactions to facilitate online shopping and influence consumer buying behavior. With the increasing popularity of social media and the rise of e-commerce, understanding the relationship between social commerce and customer purchase intention has become crucial for businesses to develop effective marketing strategies. This project will employ a combination of quantitative research methods, including surveys and data analysis, to explore the factors influencing customer purchase intention in the context of social commerce. The findings will provide valuable insights for businesses looking to leverage social media platforms to enhance customer engagement and drive sales.*

Keywords: customer purchase intention

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