

Social Commerce Tendency on Social Media Platforms: A Study Among University Students

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The use of social media has become very common in recent years, especially among new generation users. Social media platforms have brought social commerce, which is an extension of electronic commerce, to the agenda. In this study, the product purchasing tendencies of the Z generation on Instagram were investigated.

A lot of research on social trading trend has been examined. A data collection questionnaire consisting of 34 statements from different studies was created. The population of the research consists of active students of Yalova University in the 2019-2020 academic year. The sample of the research is a study group with 320 students selected from the universe. As a result of factor analysis, 10 sub-dimensions were obtained.

As a result of the research;

Habit positively affects the social trading tendency,
Hedonic motivation positively influences social trading propensity.
Trust in the seller positively influences the social commerce trend.
There is a significant difference between gender variable and social trading tendency.
As the frequency of Instagram use increases, the trend of social commerce increases.

hypotheses were accepted.

Keywords: Social Commerce, Instagram, Z Generation