



" ENHANCING CONSUMER TRUST AND LOYALTY IN SOCIAL COMMERCE THROUGH SUSTAINABILITY "

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Chapter 1

1.1 INTRODUCTION

The digital shopping got an enhance increment in the last decade – driven by interactive engagement and community building on social platforms like Instagram, Tik-Tok and the several other platforms which has the youth on the respective platforms. The foundation of consumer trust lies in transparency and accountability. Now a days most of the organisations are going digitally because social media and digital equipments are making the world easy for the organisations. Whenever organisations want to know the feedback direct from the customers, they come up with the voting as well feedback poll which helps them to know the importance of their products in the customers perspective. By this poll, they come to know whether their product need any change or not, or what the customers really want.

It is really assiduously for the organisations to maintain their own sustainability, to maintain their own benchmark which they create in the eyes of customers. As the organizations (Shopping organizations) are interacting with the customers virtually, so there is a lack of trust and loyalty in the customers perspective for the organisation. So, its really a hectic as well a problematic situation for the organisation to maintain its dignity. As there is no physical interaction of the customers with the organization, so it's the organization responsibility to gain the trust of the customer. If the customers get the product of desire than they are ready to pay even surplus amount. Nielsen survey from 2021 found that 66% of consumers worldwide are prepared to pay extra for sustainable goods, underscoring the growing desire for morally and environmentally responsible options. Social commerce companies have the opportunity to capitalise on this powerful trend and establish basic trust by incorporating sustainability into their core mission and daily operations.

1.2 Objectives of study

The objective of this capstone project is to investigate and analyse strategies for enhancing consumer trust and loyalty in social commerce through sustainability initiatives. This study aims to explore the intersection between sustainability practices and consumer behaviour in the context of social commerce platforms. Specific objectives include:

1. To examine the current landscape of social commerce and its significance in contemporary consumer behaviour.
2. To identify the role of sustainability practices in influencing consumer trust and loyalty within the realm of social commerce.
3. To analyse successful case studies and best practices of integrating sustainability into social commerce platforms.
4. To understand the perceptions, attitudes, and preferences of consumers towards sustainability initiatives in social commerce.
5. To propose practical recommendations and strategies for businesses to effectively leverage sustainability to enhance consumer trust and loyalty in social commerce.
6. To contribute insights and knowledge to academia and industry regarding the symbiotic relationship between sustainability, consumer behaviour, and social commerce platforms.

By addressing these objectives, this study aims to provide valuable insights and guidance for businesses seeking to integrate sustainability principles into their social commerce strategies, ultimately fostering greater consumer trust and loyalty in the digital marketplace.

1.3 Problem Statement

Despite the increasing popularity of social commerce platforms, there remains a notable challenge in establishing and maintaining consumer trust and loyalty. Moreover, as societal awareness and concern for environmental and social issues grow, consumers are increasingly demanding sustainable practices from businesses. However, the integration of sustainability initiatives into social commerce strategies is not yet fully understood, leaving businesses uncertain about how to effectively implement these practices to enhance consumer trust and loyalty.

Therefore, the problem statement for this capstone project is as follows:

The current landscape of social commerce lacks comprehensive understanding of how sustainability initiatives can be leveraged to enhance consumer trust and loyalty. Businesses face challenges in effectively integrating sustainability into their social commerce strategies, thus hindering their ability to meet evolving consumer expectations and preferences.

This project seeks to address this gap by investigating and analysing strategies for enhancing consumer trust and loyalty in social commerce through sustainability initiatives. By doing so, it aims to provide actionable insights and recommendations to businesses seeking to navigate this complex intersection between sustainability, consumer behaviour, and social commerce platforms.

Chapter 2

2.1 REVIEW AND LITERATURE

1. **Abbas et al. (2023)** The Elaboration Likelihood Model and Trust Commitment Theory have become crucial frameworks for understanding customer behaviour on social commerce platforms. This study investigates the influence of these theories on factors such as information quality, website quality, credibility, consumer-peer interaction, interface design, trust, relationship commitment, and the trustworthiness of social commerce platforms. The research focuses on two groups, a male group of 386 respondents and a female sample of 415 respondents in rural Malaysia. Multi-criteria decision analysis methods were used to rank customers based on their perceptions of social commerce platforms' trustworthiness. The study suggests that ranking customers based on trustworthiness can help policymakers and practitioners focus on opinion leaders to win customer loyalty and attract potential customers.
2. **Wu et al. (2023)** This study explored the process of building consumer-seller trust in social commerce using a cognitive-emotional trust perspective. Key factors include perceived familiarity, situational normality, cognitive and emotional trust in the platform, and social interactivity. The model was tested using data from leading platforms in China, WeChat Store and Xiaohongshu. The findings provide insights into contextualized sources of trust building and offer practical implications for practitioners to build trust cost-effectively in social commerce settings.
3. **Zhao et al. (2023)** This study reviewed the growth of social commerce and online consumer behavior using a literature search strategy from 2017 to 2021. The Stimulus-Organism-Response (SOR) framework is used to understand consumer behavior, perceptions of social commerce factors, and responses and activities. The research provides a clear view of social commerce and consumer behavior by identifying the stimulus, organism, and response of social commerce. The study emphasizes the need for further research in this rapidly growing field.
4. **Zhao et al (2023)** Social commerce, a new e-commerce model, has the potential to drive consumption growth and promote flexible social employment. However, studies show that customers still rely more on traditional e-commerce platforms than social commerce. To understand this, a research model was developed using the diffusion of innovation (DoI) model and trust theory. The model revealed that subjective norms and critical mass significantly affect social commerce behavior intention at all stages. Platform innovation characteristics, such as compatibility and relative advantage, positively affect adoption intention, while complexity negatively affects it in earlier stages. User features (trust) consistently positively affect behavior intention, and social influence partially mediates the effect of user characteristics (trust) on use intention. This paper expands the application of social influence in social commerce through empirical research.
5. **Yuen et al (2023)** This study explored factors influencing customer loyalty to crowdsourced delivery, using the unified theory of acceptance and use of technology, health belief model, perceived value theory, and trust theory. A survey of 500 Singapore respondents revealed that technology and health belief constructs directly impact the perceived value of crowdsourced delivery, while perceived value indirectly affects consumer loyalty through trust. The study contributes to

literature by developing a paradigm for understanding customer loyalty and offers areas for improvement in resource allocation, security, and marketing to boost overall customer loyalty.

6. **Xu et al. (2023)** Cross-border e-commerce (CBEC) faced challenges like information asymmetry and uncertainty. Social commerce platforms offer new ways to solve these issues. However, there's a lack of understanding about why consumers use these platforms. A study using SEM and ANN analytical approaches examined the motivation-opportunity-ability (MOA) framework. Results showed associations between motivational factors, opportunity factors, ability factors, involvement, and purchase intentions. The study also ranked critical drivers of consumers' shopping decisions.
7. **Yang et al. (2023)** This study examined the impact of green cooperation between suppliers and customers in last-mile logistics on sustainable consumption behaviors and trust. Survey data from 453 South Korean green shopping platforms showed that green cooperation positively influences consumer behavior and trust, while transaction costs moderate these relationships. Customer trust positively influences sustainable consumption behavior and loyalty, while transaction costs decrease its positive impact. The study contributes to the literature on contingency, transaction cost, and trust theories.
8. **Cieřlik et al. (2023)** This paper analyzed the impact of online interactions on user stickiness in a social commerce environment, focusing on shopping values. It measures online interactions through perceived ease of use, usefulness, and social interactivity. The study found that perceived ease of use and social interactivity positively affect utilitarian shopping values and user stickiness, while perceived usefulness and social interactivity positively affect hedonic shopping values and user stickiness. The results suggest that online interactions are crucial for strengthening user stickiness in social commerce, and managers should continue improving these aspects to attract and retain users.
9. **Han et al. (2023)** This study investigated the impact of the checkout button on social media users' trust and impulse-buying behavior, using trust transfer theory and social factors. It found that while Instagram checkout does not facilitate impulse-buying behavior, brand familiarity and social factors influence consumer trust and impulse-buying intention. Well-known brands may be more suitable for social commerce, and active social interaction is conducive to impulse-buying intentions. The study provides valuable insights into social commerce.
10. **Johanning et al. (2023)** Climate protection and sustainability policies accelerated the transition to renewable energy sources, leading to a loss of trust in electricity suppliers. Green Electricity Tariffs promise customers a specific share of green electricity, but often fail to deliver. This can lead to ambivalence, causing customers to switch suppliers. To address this, a customer loyalty program built on blockchain technology can restore trust, reduce distrust, and resolve ambivalence. The program provides improved customer agency, sufficient information, usability, and unobstructed data access, addressing the challenges faced by electricity suppliers.

2.2 Research Gap and Problem Statement

Research Gap:

Despite the proliferation of social commerce platforms and increasing emphasis on sustainability, there is a lack of comprehensive studies exploring the intersection of these two phenomena. Existing literature tends to focus on either sustainability in e-commerce or consumer behavior in social commerce, with limited research specifically addressing how sustainability initiatives influence consumer trust and loyalty in social commerce.

Problem Statement:

The absence of research examining the impact of sustainability on consumer trust and loyalty in social commerce platforms hampers businesses' ability to understand and leverage this critical relationship. Consequently, businesses may struggle to effectively integrate sustainability into their social commerce strategies, potentially missing opportunities to build stronger consumer relationships and enhance competitiveness in the digital marketplace.

Current Landscape of Social Commerce:

Research Gap:

While numerous studies have examined the growth and evolution of social commerce, few have delved into the specific mechanisms through which sustainability practices can be integrated into social commerce platforms. Existing literature often overlooks the potential for sustainability initiatives to shape consumer perceptions and behaviors within these digital environments.

Problem Statement:

The existing literature on social commerce provides limited guidance on how businesses can leverage sustainability to enhance consumer trust and loyalty on these platforms. As a result, businesses may lack clear strategies for incorporating sustainability into their social commerce endeavors, potentially hindering their ability to establish competitive advantages in this rapidly evolving digital landscape.

Role of Sustainability in Influencing Consumer Trust and Loyalty:

Research Gap:

While there is growing recognition of the importance of sustainability in influencing consumer behavior, there remains a research gap regarding its specific impact on consumer trust and loyalty within the context of social commerce. Existing studies often focus on traditional retail environments, overlooking the unique dynamics of social commerce platforms.

Problem Statement:

The lack of research exploring the role of sustainability in shaping consumer trust and loyalty in social commerce represents a significant gap in our understanding of consumer behavior in digital marketplaces. Without a deeper understanding of how sustainability initiatives influence consumer perceptions and decisions on social commerce platforms, businesses may struggle to develop effective strategies for building trust and loyalty among their target audiences.

Analysis of Successful Case Studies and Best Practices:

Research Gap:

While some case studies highlight the successful integration of sustainability into e-commerce strategies, there is limited research specifically examining case studies and best practices relevant to social commerce platforms. Existing literature often lacks detailed analyses of how sustainability initiatives have been implemented and their impact on consumer trust and loyalty within social commerce contexts.

Problem Statement:

The scarcity of research on successful case studies and best practices for integrating sustainability into social commerce platforms leaves businesses without clear examples or benchmarks to guide their own initiatives. Consequently, businesses may face challenges in identifying and implementing effective strategies for leveraging sustainability to enhance consumer trust and loyalty in the context of social commerce.

Consumer Perceptions and Preferences Towards Sustainability Initiatives:

Research Gap:

While studies have explored consumer attitudes towards sustainability in various contexts, there is a lack of research specifically examining consumer perceptions and preferences towards sustainability initiatives within social commerce platforms. Existing literature often fails to capture the nuanced ways in which consumers engage with sustainability-related content and initiatives in digital environments.

Problem Statement:

The limited understanding of consumer perceptions and preferences towards sustainability initiatives in social commerce hinders businesses' ability to tailor their strategies to meet evolving consumer expectations. Without insights into how consumers engage with sustainability-related content and initiatives on social commerce platforms, businesses may struggle to effectively communicate their sustainability efforts and resonate with their target audiences.

Recommendations for Businesses:

Research Gap:

While some studies offer broad recommendations for businesses seeking to incorporate sustainability into their operations, there is a paucity of research providing specific, actionable recommendations for businesses operating in the social commerce space. Existing literature often lacks practical guidance on how businesses can implement sustainability initiatives to enhance consumer trust and loyalty on social commerce platforms.

Problem Statement:

The lack of targeted recommendations for businesses seeking to integrate sustainability into their social commerce strategies represents a critical gap in the existing literature. Without clear, actionable guidance, businesses may struggle to navigate the complexities of sustainability in the digital marketplace and may miss opportunities to strengthen their relationships with consumers and drive long-term loyalty.

By addressing these research gaps and problem statements across various facets of the topic, the proposed paper aims to provide a comprehensive understanding of the challenges and opportunities associated with enhancing consumer trust and loyalty in social commerce through sustainability initiatives.

2.3 TIMELINE

<u>DATE</u>	<u>TASK & TO-DO-LIST</u>
December 2023:	Selection of the topic
1-2 week	conduct initial literature review on interaction of customers with e-commerce.
3-4 week	Define the research objectives and methodology for data collection.
January 2024:	
1-2 week	Develop survey/questionnaire for collecting data of consumers.
3-4 week	Begin data collection through online surveys forms, and interviews with customers.
February 2024:	
1-2 week	Analyze collected data to identify trends and patterns in consumer interaction with e-commerce.
3-4 week	Start drafting the capstone report, including findings and recommendations.
March 2024:	
1-2 week	Refine the capstone report based on feedback from advisors or peers.
3-4 week	Finalize the capstone report, prepare a presentation, and present findings to faculty and peers.
April 2024:	
1 st week	Submit the capstone project to the publication.

Chapter 3

3.1 Research Methodology

“Interaction of Customers with Social-commerce users,” a mixed-methods research methodology would be highly suitable. This approach combines both qualitative and quantitative research methods to provide a comprehensive understanding of customer interactions.

Here's a brief overview of how each method contributes to the research: **Qualitative**

Research

- In-depth Interviews: Conduct interviews with customers to explore their experiences and perceptions.
- Focus Groups: Gather groups of customers to discuss their views on e-commerce interactions.
- Observational Studies: Observe customer behavior on e-commerce platforms to gather non-verbal data.

Quantitative Research

- Surveys: Distribute questionnaires to many customers to collect numerical data on their interactions.
- Experiments: Perform controlled experiments to test hypotheses about customer behavior.
- Analytics: Analyze customer data from e-commerce platforms to identify patterns and trends.

By integrating these methods, you can gain insights into the subjective experiences of customers as well as objective data on their behavior, leading to a more holistic understanding of their interactions with social commerce platforms.

Remember to tailor the specific methods to the research questions and objectives of your study.

3.2 COLLECTION OF DATA:

For the data collection there we use interviews and circulate survey forms, which includes steps as follows:

Firstly, we prepare list of questions related to our topic and select best 15 questions from them.

- Questions including:
 - How familiar are you with the concept of product information transparency in social commerce platforms?
 - How familiar are you with eco-certifications and labels on products sold through social commerce platforms?
 - How often do you engage with sustainability-related content on social media platforms?
 - How familiar are you with the environmental impact of consumer products?
 - How credible do you find product information provided on social commerce platforms?
 - How likely are you to purchase sustainable products from social commerce platforms?
 - How loyal are you towards purchasing sustainable products from social commerce platforms?
 - How important is product information transparency to you when making purchasing decisions on social commerce platforms?
 - How much do eco-certifications influence your trust in products sold through social commerce platforms?
 - To what extent does social media engagement with sustainability content influence your purchasing behavior on social commerce platforms?
 - How aware are you of the environmental impact of your consumption habits?
 - How trustworthy do you find information regarding sustainable practices provided by brands on social commerce platforms?
 - How likely are you to recommend sustainable products purchased from social commerce platforms to friends and family?

- How often do you consider the environmental impact of products before making a purchase on social commerce platforms?
- How familiar are you with the overall concept of sustainability in the context of social commerce?
- After that we create a Google form and circulate the form among group of selected individuals to fill in the responses
- The target group of people contains individuals of somewhat same age group including males and females.
- We select the targeted individuals by using segmentation, which is a technique of marketing.
- We divide the individuals based on their taste, preferences, interest, behaviour, gender, age etc.
- Most of these individuals are college students which are frequently using e-commerce for their daily life purchases.

3.3 DATA ANALYSIS:

Data analysis is the systematic process of gathering, cleaning, transforming, characterizing, modeling, and analyzing data. It typically uses statistical approaches to transform raw data into relevant information for decision-making. This method is critical in both scientific research and industry, as it facilitates data-driven decision-making and gives insights from datasets.

Data Analytics Tools:

- **Microsoft Excel:** A spreadsheet tool known for its data wrangling and reporting capabilities.

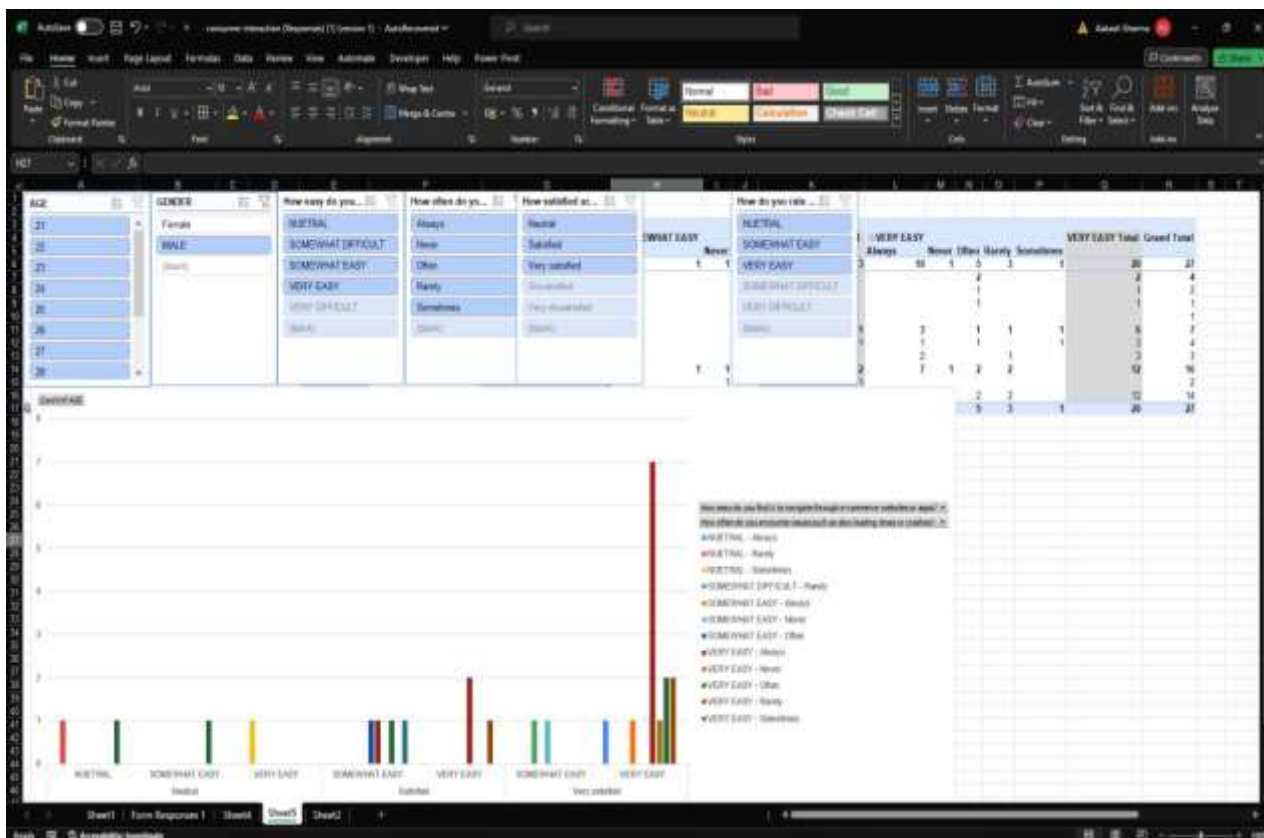
- **Tableau:** A data visualization tool that helps in creating interactive and shareable dashboards.
- **SPSS (Statistical Package for the Social Sciences):** SPSS is a widely used statistical analysis, software that allows researchers to analyze data and perform various statistical tests to identify patterns and relationships.
- These tools are used for various purposes, from data mining and cleaning to advanced statistical analysis and machine learning. The choice of tool often depends on the specific needs of the project, the size and complexity of the data, and the preferred workflow of the data.

In the above case, we are using MS-Excel and SPSS for the analysis of the data that we have collected from the desired group of individuals.

- Firstly, we inserted data on excel sheet as shown in the image below:

SR. NO.	AGE	GENDER	How easy do you	Do you find prod	Are you conserte	How often do you	How satisfied are	How do you rate	Do you feel that	ANY SUGGESTIONS?
23	23	Female	NEUTRAL	Maybe	YES	Sometimes	Neutral	SOMEWHAT EASY	Yes	na
24	23	MALE	VERY EASY	Yes	YES	Rarely	Satisfied	VERY EASY	Yes	NA
25	23	MALE	VERY EASY	Yes	YES	Always	Very satisfied	VERY EASY	Yes	NA
26	22	MALE	NEUTRAL	Yes	No	Sometimes	Neutral	VERY EASY	No	Hard
27	21	MALE	SOMEWHAT EAS	No	YES	Never	Very satisfied	SOMEWHAT EASY	Yes	NA
28	24	Female	VERY DIFFICULT	Yes	No	Always	Neutral	VERY EASY	Maybe	Yes
29	19	Female	NEUTRAL	Yes	YES	Sometimes	Very satisfied	VERY DIFFICULT	No	NA
30	25	MALE	VERY EASY	Yes	YES	Always	Very satisfied	VERY EASY	Yes	No
31	22	Female	VERY EASY	Maybe	YES	Never	Very satisfied	SOMEWHAT DIFF	No	Na
32	24	Female	VERY DIFFICULT	Maybe	No	Never	Very dissatisfied	VERY DIFFICULT	Maybe	No
33	23	MALE	VERY EASY	Maybe	YES	Often	Satisfied	SOMEWHAT EASY	No	Its good
34	22	MALE	VERY EASY	Yes	YES	Always	Very satisfied	VERY EASY	Yes	No
35	19	Female	VERY EASY	Yes	YES	Sometimes	Very satisfied	SOMEWHAT EASY	Yes	Nothing
36	25	MALE	VERY EASY	Yes	YES	Sometimes	Satisfied	SOMEWHAT EASY	Yes	
37	21	Female	VERY EASY	Yes	YES	Always	Very satisfied	VERY EASY	No	No
38	23	MALE	VERY EASY	Yes	YES	Always	Satisfied	VERY EASY	No	No
39	24	MALE	VERY EASY	Yes	YES	Always	Very satisfied	VERY EASY	Yes	NA
40	27	MALE	VERY EASY	Yes	YES	Often	Neutral	SOMEWHAT EASY	Yes	Na
41	28	MALE	SOMEWHAT EAS	Yes	YES	Always	Very satisfied	VERY EASY	Yes	Na
42	21	MALE	SOMEWHAT DIFF	Yes	YES	Rarely	Very satisfied	SOMEWHAT EASY	Yes	Na
43	21	MALE	VERY EASY	Yes	YES	Often	Very satisfied	VERY EASY	No	Na
44	22	Female	SOMEWHAT EAS	Yes	YES	Sometimes	Satisfied	SOMEWHAT EASY	No	Na
45	25	MALE	VERY EASY	Yes	No	Always	Satisfied	VERY EASY	No	Na
46	25	MALE	VERY EASY	Yes	No	Rarely	Very satisfied	VERY EASY	Yes	Na

➤ After the data is added to the Excel sheet we will create a pivot table and insert slicers based on the categories that we want to show and create graphs and merge it with slicers as given in the image below:



3.4 INTERPRETATION:

The interpretation of data collected:

- From the data, we can see that most of our customers are having age 24 years which is near about 26%, after that 20% of customers are having age 25 years and 8% are above 25 years and remaining 14%, 16%, 8% and 4% are having age of 23, 22, 21, 19 years respectively.
- After that we can see that out of 100% there are 54% males and rest of 46% are females in group of customers.
- After that we can analyze that the maximum number of customers find very easy to navigate through e-commerce websites or apps which is nearly about 60%, 18% of customers find to be somewhat easy to navigate, 14% of customers choose neutral neither difficult nor easy and remaining 8% of customers will find the navigation to be somewhat difficult and very difficult.
- Most of the customers that is 76% find product description and details clear and informative but 16% of them find it as maybe it is important or may be no and rest 8% did not find this informative.
- Most of the customers are concerned about the security of personal and financial information when using digital services which is equal to 74% and rest of 26% will not concerned about these reasons.
- Maximum number of customers says they always face issues such as slow loading time or crashes while using e-commerce apps or website that is equal to 30%, while the rest 25% faces sometimes, 20% faces rarely, 14% faces often and remaining 10% never faces any issues related to slow loading time or crashes.
- The large number of customers are very satisfied with experiences using e-commerce and digital services which is about 46%, with this 34% of customers are just satisfied with experience, 16% of customers are neutral means not very satisfied not unsatisfied, rest of 4% of customers are dissatisfied or very dissatisfied with the experience.
- The maximum number of customers which is near about 54% are rate the ease of payment process 5/5 which is very easy, 26% of customers rate this 4/5 which means somewhat easy, 12% rate this as 3/5 which is neutral and rest of 8% are 4% are somewhat difficult which is 2/5 and remaining 4% rate this as 1/5 which is very difficult.
- As per analysis 60% of customer's feel that e-commerce platforms provide enough customization and personalized options to them, 28% did not find this enough and rest of 12% say may be.

Based on the interpretation of the data collected, several key findings emerge:

Many customers are aged 22-25, with 24 being the most common age. Navigation is easy for most, with product descriptions being clear and informative. However, a small percentage find navigation difficult. Security concerns are high, highlighting the need for robust measures. Technical issues, such as slow loading times or crashes, are reported by a significant percentage of customers. Most customers are satisfied with their experiences using e-commerce and digital services. The payment process is highly rated, although a small percentage finds it difficult. While e-commerce platforms offer enough customization options, there is room for improvement to cater to all customer preferences.

CHAPTER 4

RESULTS:

The research paper aimed to explore various aspects of customer interaction with Social commerce platforms, encompassing demographics, user experience, security concerns, technical issues, satisfaction levels, and customization options. The interpretation of the data revealed several key findings that shed light on customers' perceptions and experiences with social media.

❖ Firstly, the demographic study revealed that many customers were between the ages of 22 and 25, with 24 being the most common age. Furthermore, there was a somewhat higher proportion of male clients than female ones. This demographic knowledge gives vital information for social-media platforms to modify their marketing tactics and user interfaces to better respond to the interests and wants of their target audience.

❖ Second, simplicity of navigation evolved as a critical component of the user experience. Most customers found it straightforward to navigate e-commerce websites or applications. However, a significant proportion of customers had difficulty navigating, highlighting the need for adjustments in website or app design to increase usability and streamline the browsing experience.

❖ Thirdly, the clarity and informativeness of product descriptions were crucial factors influencing customer satisfaction. Most customers found the product descriptions and details clear and informative, suggesting that comprehensive product information contributes to informed purchasing decisions and enhances the overall shopping experience.

❖ Furthermore, security concerns have emerged as a major factor for clients while utilizing digital services. A large majority of consumers expressed concern about the security of their personal and financial information, emphasizing the need of strong security measures in instilling trust and confidence in users.

❖ A significant percentage of customers also cited technical concerns, such as delayed loading times or crashes. These technical issues detract from the user experience, perhaps leading to irritation and desertion of the platform. As a result, addressing technical issues and improving website or app performance is critical for client trust and satisfaction.

❖ Despite these problems, many customers were satisfied with their social-commerce and digital service experiences. This positive feeling reflects the convenience and benefits provided by social-commerce platforms, such as accessibility, product diversity, and the ease of purchasing online.

Furthermore, the convenience of the payment process was identified as an important element impacting consumer happiness. A sizable majority of customers praised the payment procedure, highlighting the necessity of offering seamless and secure payment methods to facilitate purchases.

Lastly, customization and personalization options were deemed important by most customers. However, there is room for improvement to meet the preferences of all customers and enhance the level of customization offered by e-commerce platforms.

Improvements Required:

Based on the results of the research paper, several areas for improvement can be identified to enhance the customer experience and satisfaction with e-commerce platforms.

- 1. User Interface Optimization:** Social media platforms should focus website or app design to improve user friendliness and streamline navigation. This involves refining menu structures, search functionality, and page loading times to provide clients with a seamless browsing experience.
- 2. Comprehensive Product Information:** Social-commerce platforms should prioritize offering clear and detailed product descriptions to assist customers in making educated purchasing decisions. This may include precise product descriptions, photos, user reviews, and other pertinent information to improve the purchasing experience.
- 3. Enhanced Security Measures:** Given customers' increasing concerns about the security of their personal and financial information, social-commerce platforms should prioritize establishing strong security measures. This involves using encryption technology, secure payment methods, and taking proactive steps to avoid data breaches and cyberattacks.
- 4. Technical Performance Optimization:** Social-commerce platforms should solve technological concerns such as poor loading times and crashes to give users with a seamless and uninterrupted browsing experience. This could include investing in server infrastructure, optimizing code, and routinely monitoring and addressing performance concerns.
- 5. Payment Process Streamlining:** Social-commerce platforms should prioritize optimizing the payment process to make it as simple and convenient as possible for clients and increase the trust and loyalty of the customers. This involves providing a variety of payment methods, assuring secure transactions, and reducing the number of steps required to make a purchase.
- 6. Customization and Personalization:** Social media platforms should expand the level of customisation and personalization available to clients. This could include adding features like personalized suggestions, product customization tools, and targeted marketing campaigns based on user preferences and behavior.
- 7. Customer Support and Feedback Mechanisms:** social media websites platforms should prioritize offering good customer service and creating feedback tools to address consumer issues and acquire insights for ongoing improvement. This could involve providing live chat help, email support, and quick access to client feedback forms or surveys.

FINAL CHAPTER

CONCLUSION:

In conclusion, this project has provided valuable insights into the complex relationship between sustainability, consumer trust, and loyalty in the context of social commerce platforms. Through a comprehensive review of existing literature, qualitative and quantitative research methods, analysis of case studies, and content analysis of social commerce platforms, several key findings have emerged:

Importance of Sustainability in Social Commerce: The research has highlighted the growing significance of sustainability initiatives in social commerce, driven by increasing consumer demand for ethically and environmentally responsible business practices.

Impact on Consumer Trust and Loyalty: The findings indicate that sustainability initiatives play a crucial role in shaping consumer perceptions, attitudes, and behaviors, ultimately influencing levels of trust and loyalty towards businesses operating in social commerce.

Challenges and Opportunities: While businesses face challenges in effectively integrating sustainability into their social commerce strategies, such as resource constraints and measurement difficulties, there are significant opportunities for those who successfully leverage sustainability to enhance consumer relationships and competitive advantage.

Best Practices and Recommendations: Through analysis of successful case studies and research findings, several best practices and recommendations have been identified for businesses seeking to enhance consumer trust and loyalty through sustainability initiatives in social commerce. These include transparent communication, alignment with consumer values, collaboration with stakeholders, and measurement and evaluation of sustainability efforts.

Ethical Considerations: Throughout the research process, ethical considerations have been prioritized, including obtaining informed consent from participants, protecting their privacy and confidentiality, and conducting research in an ethical and responsible manner.

Overall, this project contributes to the existing body of knowledge by providing actionable insights and recommendations for businesses operating in the social commerce space. By recognizing the importance of sustainability and its impact on consumer trust and loyalty, businesses can position themselves for long-term success in the digital marketplace, while also contributing to positive social and environmental outcomes. As social commerce continues to evolve, it is essential for businesses to adapt and embrace sustainability as a fundamental aspect of their strategies, thereby fostering stronger connections with consumers and driving sustainable growth in the digital era.

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