

Cultural factors:

- Values and traditions: Cultural values play a role in what people see as desirable or acceptable. In some cultures, luxury products are seen as a status symbol, while in others, eco-friendly products might be more important.
- Subcultures: Specific groups, like Gen Z or certain ethnic groups, have unique preferences. Understanding these groups helps businesses tailor their offerings to meet their needs.

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These social and cultural factors create a complex environment for online retailers, who must keep up with shifting values and expectations to remain relevant.

## 2. Social Media's Impact on Consumer Behaviour

Social media has completely changed how consumers discover, research, and buy products. Platforms like Instagram, Facebook, and TikTok are now essential tools for both businesses and consumers.

- Influencers and social proof: Influencer marketing is a big driver of online shopping decisions. When influencers promote products, their followers often trust their recommendations and are more likely to buy.
- Reviews and user-generated content: Online reviews, ratings, and videos from other shoppers are crucial. They give potential buyers real-life insights into a product, building trust and confidence in the purchase.