



## SOCIAL COMMERCE ELECTRONIC COMMERCE SOCIAL MEDIA LITERATURE REVIEW

**Shri Bhanje S. B.**

Associate Professor ,Head, Department Of Commerce.

A. R. Burla Mahila Mahavidyalya, Solapur.

### ABSTRACT

**E**-commerce is undergoing an evolution through the adoption of Web 2.0 capabilities to enhance customer participation and achieve greater economic value. This new marvel is generally alluded to as social trade, be that as it may it has not yet been completely caught on. Notwithstanding the absence of a steady and settled upon definition, there is little research on social business and no huge research devoted to the plan of social trade stages. This investigation offers writing survey to



clarify the idea of social business, tracks its beginning cutting edge, and examines applicable plan highlights as they identify with web based business and Web 2.0. We propose another model and an arrangement of standards for directing social business plan. We additionally apply the model and rules to two driving social business stages, Amazon and Starbucks on Facebook. The findings indicate that, for any social commerce website, it is critical to achieve a minimum set of social commerce design features. These design features must cover all the layers of the proposed model, including the individual, conversation, community and commerce levels.

**KEYWORDS:** E-commerce Social commerce Social media User-centered design .

### INTRODUCTION :-

Today's Internet users communicate, look for and sharedata using social networking websites In this way they establish trust relationships. Numerous researchers believe that augmenting electroniccommerce with social networking features should improvetrust between transaction partnersThis study was undertaken as a systematic literature reviewbased on the original guidelines as proposed by A Systematic Literature Review (SLR) presents a fairevaluation of a research topic by using a trustworthy, rigorousand auditable methodology. The objective is to retrieve, evaluate and interpret all the available research contributionsthat should be considered relevant with respect to the topicof investigation, and according to previously defined researchquestions. In order to reduce at minimum

the risk of results biased by authors preferences a SLR should be carried on sticking to general and precisely defined guidelines. This work refers to the guidelines proposed by Kitchen ham in 2007 which have been conceived with a particular emphasis on SLR conducted in the computer science domain. The considered approach is structured on three steps

### **1. A RESEARCH FRAMEWORK WITH AN INTEGRATED VIEW OF SOCIAL COMMERCE**

There are two or three structures that can be utilized or extended to plot and comprehend social trade explore. For instance, Liang and Turban (2011) demonstrated a system that joins six key parts. These join look into points, web based systems administration, business works out, fundamental hypotheses, results, and research techniques. The structure recognizes web-based social networking and business exercises as two major components of social trade. For the exploration topics, they list client conduct, firm execution, arrange investigation, selection procedure, plans of action, undertaking techniques, web architecture, social procedures, and security and protection strategy. These examination subjects enable us to comprehend the learning to scene of social business. Then again, some of these exploration topics are recognizably more identified with each other than others. Giving a more elevated amount model of research subjects would be useful to understanding these examination topics as well as enabling scientists to recognize new subjects and research headings.

### **2. PRELIMINARY FINDINGS FROM A BIBLIOMETRIC STUDY**

With an end goal to better comprehend the ebb and flow condition of social business investigate slants and recognize wellsprings of information, we directed a bibliometric concentrate to examine the writing, productions, and key research themes identified with social trade. Following the data collection and analysis methods .To ensure consistency and relevance across our data collection, we retrieved only those publications that contained the phrases "social commerce," "social shopping," "collaborative commerce," and "collaborative shopping," within their titles, abstracts, or subject terms where applicable. The choice of these four phrases was to highlight publications of direct relevance to social commerce.

### **NEW RESEARCH IN SOCIAL COMMERCE**

The five articles in this uncommon issue cover a differing set of research issues in social business. Their substance can be comprehended through the perspective of our examination structure. Table 3 records a few attributes of these new research commitments to the social trade writing. The essential article asks the going with request: "Under What Conditions Will Social Commerce Business Models Survive?" The writer, Dohoon Kim, dissects the conditions under which the social trade industry will get by evaluating bunch purchasing plans of action utilizing financial examination. This article models the connection between key choice issues, for example, promoting consumptions and the subsequent income streams, and catching basic elements of the social trade organizations. The creators propose that the blossoming social trade market might be disturbed by the wild rivalry that has emerged identified with its own particular quick development.

### **CONCLUSIONS AND FUTURE WORK**

This paper provides the results obtained from a systematic review of the literature on the subject of social commerce. The investigation was conducted considering several major digital libraries typically used within the computer science domain. From the obtained results it can be observed that the topic is receiving increasing attention from the community (according to data shown in Figure 1,

it received increasing interest up from 2010 to 2013.). It also emerged that companies should implement a SC platform, providing those technological features that allow customer interaction and item suggestion. In this way, companies could achieve economic growth. In addition, several SC platforms emerged from the analyzed paper. Those SC real experiences could be helpful for practitioners as an example of a SC implementation. Nevertheless, some research lines seem to be worth to be further investigated. In fact, some challenges that have been considered relevant for the topic (for example, security and privacy fields, in particular the importance of the management of personal information in an appropriate way) have been derived.

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