CHAPTER 2

SOCIAL COMMERCE: USING SOCIAL MEDIA FOR SALES

RASHMI SACHAN[1]
ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE,
LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES, LUCKNOW,
U.P., INDIA

SALONI AGRAWAL[*]
ASSISTANT PROFESSOR, DEPARTMENT OF MANAGEMENT,
LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES, LUCKNOW,
U.P., INDIA
*CORRESPONDING AUTHOR- saloni7agarwal7@gmail.com

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ABSTRACT

In the modern digital era, the concept of Social Commerce has emerged drastically which has changed the process of Customer engagement and transactions. This chapter will explore the multidimensional facets of Social Commerce which has played a significant role in changing business paradigm. It gives details of the evolution of social commerce, its introduction, role and strategies and will also explain the methods to measure the effectiveness of social commerce along with its challenges, opportunities and scope in the future.

At last, the chapter will provide an overview of the success stories of social commerce that has adapted this modern strategy and successfully experienced a great increase in sales by fulfilling the preferences of the customers through social media platforms. Overall, the chapter gives a comprehensive overview of the social commerce, providing a valuable insight to the scholars & entrepreneurs to harness the power of social commerce in business growth.

2.1 INTRODUCTION TO SOCIAL COMMERCE

Social Commerce is a platform which combines the e-commerce activity with the social media platform. It is a modern concept where sales of goods are combined with the social media experience. Companies do not have to make websites or mobile apps like traditional e-commerce systems, they can use social media pages to promote the product and sell them to the customers. It fades the line of social media and online shopping by giving purchasing ability within social media platforms. It enables the companies to reach the customers easily on social media platforms as they already spend so much time on it. It becomes easy to interact and personalise the product as per the requirements of the customers. *(Turban et al., 2016).* It is easy to target customers with user generated content on social media as they already spend a lot of time on it and personalised products can be sold as per their online activity which helps the companies to understand their needs and wants in an interactive way.

2.2 FEATURES OF SOCIAL COMMERCE

- **Social Shopping Features**: It integrates the shopping experience with social media platforms by offering products on social media along with their details like description of the product, price, features etc. It becomes easy for the social media user to purchase the product directly from the page or through the product website or app by clicking the link already mentioned.
- **Content By Users:** A lot of user generated content is available on social commerce like ratings, reviews, recommendations. Customers share their experience, give their feedback with photos & videos which influences the potential customers and peer groups.
- **Social Proof:** Reviews, feedbacks, likes, comments, shares are the indicators which gives proof of the product's quality and popularity. Individuals get easily influenced by it.
- **Marketing by Social Media Influencers:** It plays an important role by promoting the product to the large audience who is following the influencer. These types of partnership are done to influence the people to purchase the product of a particular brand, creating awareness and credibility.
- **Personalization & Targeting:** Social media recommends targeted content to the users on the basis of data collected from the users. Selling products through social media will suggest personalised content to the users with target

advertisements which helps the company to reach more demographic individuals on the basis of their interactions, interest etc.

- **Social Virality:** Social Media has a quality of passing or spreading the information quickly. Content can be spread quickly with the help of likes, shares and comments. Referrals, discounts, incentives add to the growth of sales.

Social commerce builds a deeper connection with the customers and enhances the shopping experience of the customers.

2.3 EVOLUTION OF SOCIAL COMMERCE: FROM E-COMMERCE TO SOCIAL SHOPPING

The groundwork of social media interaction started in the late 2000s with social networking sites like MySpace and Friendster. David Beisel used social commerce to denote user-generated advertorial content on e-commerce sites. The term social commerce came to light in November 2005 when Yahoo's shoposhere introduced a feature that allowed users to comment and provide reviews about the products, which offered insight and knowledge to a community of Shoppers about the product. *Ysearchblog.com (2005-11-14).* This phenomenon gained momentum in 2014 when Facebook allowed users to make a purchase directly through the platform. Steve Rubel included collaborative e-commerce tools in the term, that enable shoppers "to get advice from trusted individuals, find goods and services and then purchase them".

Social Commerce has evolved from the integration of shopping features on social media platforms. With the rise of social media platforms like Facebook, YouTube, WhatsApp, Instagram, WeChat, Twitter, telegram etc. which are turning into powerful marketplaces where brands can easily advertise their products and allow consumers to make a purchase. *(Admin, 2024).* The rise of social media has led to a significant shift in consumer behaviour. Today, 90% of social media users follow at least one brand and nearly 76% of social media users have purchased a product based on a brand's social media post demonstrating the growing importance of direct relationships between brands and consumers. To establish and maintain brand loyalty, brands need to have a strong presence on social media platforms.

2.4 THE ROLE OF SOCIAL MEDIA IN DRIVING COMMERCE

Social media is a subset of E-commerce. Nowadays social media plays a significant role in shaping consumer behaviour and uplifting sales. Social media platforms like Twitter, Facebook, Instagram, WhatsApp, WeChat, Snapchat etc. have provided new ways through which consumers can connect with companies, explore and compare various products. This amalgamation of social networking and e-commerce has enabled brands to establish connections with consumers by engaging with them on a personal level. Companies can also use social media to track customer feedback and tailor their products and services accordingly. Here are a few ways in which social media drives commerce: *(Yahia et al., 2018)*

- **Discovery and Awareness:** Social media platforms provide Global exposure to the branch and help reach a diverse audience. It facilitates easy and quick content sharing through blogs, posts, stories, reels etc. which increases consumer engagement and direct feedback through comments, messages and likes etc. Around 90% of social media users follow at least one brand on social media. Maintaining constant visibility on social media helps the audience to resonate with the brand image, increases awareness regarding the products and helps them recall the brand.

- **Influencer Marketing:** Influencer marketing is about reaching the people who follow a person who has a large audience on social media through sponsored content and endorsements. Around 50% of Millennials trust social media influencers' product recommendations, surpassing 38% who trust celebrities. Authenticity, valued at 88%, is the key driver, providing relatability and sincerity for marketers (*Forbes Advisor INDIA*). Brands like Mamaearth, MyGlamm, Sugar, Croma, Pond's, and Nykaa collaborate with influencers or content creators on Instagram to connect with the audience that follows them. Even bigger brands like H&M, Zara, BoAt, Yogabar, Lenskart etc. use influencer marketing to fully maximise the reach of their campaigns. Some of the top influences of India are Komal Pandey (fashion blogger), Ajey Nagar, better known as CarryMinati (streamer and rapper), Gaurav Taneja (often known as Flying Beast (fitness blogger), Rujuta Diwekar (nutritionist blogger), Natasha Noel (uplifting yoga practice and messages of self-love and healing) etc. The credibility and trust in the brand increase among followers when such influences recommend the products.
  Influencer marketing expenditures experienced a substantial increase to $4.14 billion in 2022, up sharply from the previous year. Sponsored videos with 1 million views on YouTube, cost brands about $2,500 on average. Influencers

on Instagram and TikTok generally command lower fees, of around $1,200 per post with 1 million followers of Instagram influencers. Macro-influencers on Instagram and TikTok with 100,000 to 1 million followers charge less, averaging $185 per post, with the potential to increase to $2,500. TikTok mega-influencers command a higher minimum of $1,034 per video, while macro-influencers charge a lower minimum of $151. (Forbes Advisor INDIA). This compensation may be negotiated based on factors such as audience reach and engagement levels.

- **User-Generated Content (UGC):** User-generated content demonstrates the experience of the existing customers about the brand or product which is perceived as more authentic because it is created by the real users. it acts as social proof and influences the purchasing decision of the potential consumer by showing the testimonials, photos, videos and reviews of existing consumers. User-generated content is a cost-effective method of marketing, it requires minimal investment as compared to other methods. Businesses engage in the collection of information and feedback from consumers through surveys, feedback forms etc.

- **Customer Engagement and Relationship Building:** customer engagement creates the possibility of two-way communication between the brand and its consumers through various social media platforms. It facilitates personalized communication tailored according to individuals' needs and preferences, which adds value to the consumer's experience and helps in retaining them by building strong and long-term relations. Offering incentives, discounts and rewards to loyal customers builds lifetime relations between the brand and customers. Brands allow consumers to connect on a deeper level through community engagement programs like events, online forums and social media groups, which facilitates word-of-mouth referrals.

- **Social Commerce**: Social commerce refers to the use of social platforms for buying and selling of products without leaving the platform, it offers a seamless shopping experience to the consumers. Social platforms are powerful tools for exploring new products and brands, through these platforms consumers are aware of the trends and new additions by the brands. Social commerce is a mix of social media and e-commerce therefore it also uses strategies like influencer marketing, social recommendation, target advertisement and user-generated content.

- **Data Analytics and Targeting:** Data analytics is examining the raw data gathered from consumers through surveys and feedback to uncover the information such as consumer buying behaviour, purchase patterns and insights

which are required by organizations to make informed decisions and take first mover advantage. Companies can segregate customers based on their shared characteristics and personalise their marketing strategies. Predictive analysis techniques can anticipate the future demand of consumers and identify the opportunities for the business. Attribution modelling can analyse the effectiveness of various marketing campaigns and channels and inform organisations about the most effective strategy in influencing consumers and turning potential customers into actual buyers.

- **Customer Feedback and Market Insights:** To ensure repeat purchases of the product, understanding market trends and forecasting is important. Consumer feedback can be collected to analyse the current market dynamics, and industrial development and form strategies to build brand reputation, competitive analysis and environmental scanning can be done to be aware of early warning signals. Product development and innovation are based on the suggestions and complaints of existing and potential customers.

2.5 UNDERSTANDING SOCIAL COMMERCE PLATFORMS

Social commerce platforms have changed the way people explore and shop for products online. These have reached consumer behaviour by integrating social interaction with the shopping journey. They facilitate Global reach and provide space where consumers can connect with other consumers and with brands at a deeper level. Social media platforms have brought a paradigm shift in the way consumers shop for products, it has opened new ways for commercial opportunities and redefined the relationship between brands influencers and consumers. This continues to evolve as people nowadays are addicted to social media, and these platforms will continue to shape the future of the retail market.

The digital environment has emerged as a formidable force, captivating the attention of billions worldwide. According to Forbes Advisor India, the data on top social media statistics and trends displayed that "Social media users have skyrocketed to over 4.9 billion in the year 2023 and this figure is projected to rise to 5.85 billion by 2027 the most used platform after Instagram (516.92 million active Instagram users), is Facebook with nearly 2.9 million monthly active users across the world. YouTube is closely behind with 2.5 million monthly active users India has the highest number of Facebook users (448.1 million users). Social media statistics show that the average person spends about 145 minutes on social media daily. During the COVID-19 pandemic, the use of social media levelled up and social media platforms marked 61% increased usage as compared to the

normal usage rates". Let's discuss a few famous social media platforms and their influence on consumer behaviour:

- **Instagram:** There are over 25 million brands on Instagram and around 80% of the users follow one brand. Instagram saw a 27% increase in ad content in 2021, with 3.8 million posts using the #ad hashtag, indicating its growth as a key player in digital advertising. Instagram influencers have become powerful voices that can impact the way consumer perceive a product. Newly 72% of the consumers make purchases based on the reviews provided by Instagram influencers and ads displayed by companies on the platform.

- **Facebook:** More than 90% of the businesses have Facebook accounts and are active users of meta-apps which allow them to create visual storefronts, dedicated pages and display dynamic product ads which will help in targetted advertising. During covid-19 pandemic more than 200 million businesses opted for Facebook to reach customers and Facebook Messenger to communicate with customers, provide them personalized shopping experience.

- **Pinterest:** Pinterest is the 14th largest social network in the world. It is used actively by nearly 42% of the Gen Z, who are comfortable with the visible media. It provides the facilities like product pins, rich pins, shop tabs, Pinterest lens etc. which help in boosting their sales and optimising the presence of product by community engagement programmes.

- **YouTube:** YouTube is not just about creating videos and waiting for views it has revolutionized the way we use social media by providing the facility of monetization, copyright, community interaction and user-generated content. YouTube has 100 million paid subscribers and 2.49 billion monthly active users (Zote, 2024). YouTube is the second most effective B2C marketing platform and the number one platform for viewing live content.

- **Twitter**: Elon Mask Re branded Twitter as "X". It is the 9th most popular social platform in US. According to a data presented by https://www.hootsuite.com/en-gb/research/social-trends , 30% of social marketers get a positive response by using this platform. A study from Content Marketing Institute, shows that 82% of the business-to-business companies used Twitter to promote their product, connect with audience and 79% of the Twitter user follow brands, making it the number one platform for brand interaction.

- **WhatsApp**: Mainly small and medium-sized businesses use WhatsApp as a crucial platform for scaling their business, it has a global reach in 180 countries and has approximately 2.7 billion users, more than 50 million company use WhatsApp for marketing. (Gowda, n.d.).

2.6 BUILDING YOUR SOCIAL COMMERCE STRATEGY:

To develop a strong and sustainable social commerce strategy, several steps and components are considered which are explained here:

- **Setting the Goals and Objectives:** The company should have clear goals that align with the objectives of the business. It may include customer engagement, brand expansion, increase in sales etc. The goals should be measurable and trackable so that the progress of the company can be evaluated from time to time. Some examples of goals are:
  - 20% increase in sales by next quarter
  - Increase in social media following by 30%
- **Identify the target audience:** The company needs to conduct a market research to understand the demographics and identify the target audience to understand their preferences & the behaviour pattern. The company can use social media analytics and surveys to identify and segregate the different segments of the society. The demographics of the target audience can include gender, age, income, interest etc. The companies can tailor the strategy as per the target audience and as per their specific needs to ensure that the message of the company can be clearly communicated to them.
- **Choosing the Social Media:** The social media is selected on the basis of the demographics of the target audience and their choice and preferences. The company needs to evaluate the effectiveness and features of the different social media platforms to choose the right one which aligns with the goals of the company. It is profitable to choose the platform where the target audience is most active and highly engaged. It is not wise to be present on all social media platforms instead the company should focus on important and most effective platforms where the company can build a strong place and presence. The company should keep itself updated with the new trends of the industry to stay informed and take advantage of the changes and opportunities which can positively impact the growth of the company.

By following these steps, the company can effectively drive the sales of the company and achieve the objectives of the business.

2.7 INFLUENCER MARKETING IN SOCIAL COMMERCE:

It acts as a bridge between the companies and the target audience. The company ties up with a person on social media who has a large number of followers and has a deep impact on them. It makes it easier to increase the sales of the company as people prefer to purchase the products used by their favourite influencer. *(Week, 2023)* The features of influencer marketing are:

- **Audience Reach & Engagement:** Influencers have a large and loyal following on the social media platform which covers a large audience of different demographics. With the reach of influencers, companies also try to serve the audience with high audience engagement.
- **Authenticity & Trust:** People prefer to purchase the product recommended by the influencers because of the trust they have on the influencers. People have faith on the trustworthy recommendations which builds the credibility of the brand.
- **Creation of content:** Influencers create content that is compelling and resonates with the audience. It is done through tutorials, reviews, daily routine posts etc. It serves as a social proof and motivates the potential customers to purchase the product.
- **Targeted Campaign:** Influencer marketing has an advantage to target the specific market of niche interests. Influencers may have a small but highly engaged audience which leaves a great impact on their minds.
- **Trackable ROI:** It is easy to track the performance & return on investment of the advertising campaigns run on social media. Data like rate of engagement, click rates, conversion rates can be easily tracked which helps to develop the strategy for future campaigns for better effectiveness.
- **Long Term Relations:** A long term relation with the influencer can give benefits to brands as it becomes easy to tap the audience of the influencer in the long run. Influencer's expertise & insights of followers makes it easy for the company to sell the product for a longer duration.

Influencer marketing is a dynamic strategy that helps the brands to use the power of social media by developing trust in the audience through awareness and engagement. If used strategically, influencer marketing is a very valuable asset in marketing.

2.8 BUILDING BRAND COMMUNITIES THROUGH SOCIAL COMMERCE:

Brands try to create brand related communities for social commerce which can be done through social engagement, feeling of belongingness and loyalty. Following are the ways through which it can be created:

- **Brand Storytelling**: Sharing brand experience stories on social media connects similar types of people together. It humanises and resonates with the people and brings them together at a common platform. Sharing a brand's vision and mission also connects the people and makes them a part of the community.
- **Interactive Conversations:** Brands create interactive conversations to connect them together through live sessions, polls, quizzes, challenges, contests etc. It sparks the conversation between the people through likes, shares, comments and messages which shows belongingness in the community by interacting and giving inputs.
- **Content by Users:** Proud customers share their feedback on the product by creating the content on social media. Brand encourages the users to create such content as it works as a social proof for the potential customers.
- **Rewards & Offers:** Brands try to strengthen their demand by offering rewards and offers to the customers. Offers such as discounts, early access to the product, incentives etc. gives pleasure to the customers. As it is generally offered to the loyal customers therefore it encourages the customers to be associated for long term with the brand and stay loyal.
- **Peer to peer connection:** Opportunity to connect with the community members establishes a strong peer to peer connection. Virtual events, interactions and supporting each other creates a sense of belongingness among the people.
- **Consistent Engagement & Communication**: It is important to stay active and connected with your audience on a regular basis. News and updates related to the brand keeps the community members updated and connected. It builds trust in the member and develops a long-term relationship and trust with the brand.

These strategies make the brand stronger and vibrant and connect similar types of people into a community which creates a long-term relationship with the company and gives success to them. *(Wang & Hajli, 2014)*

2.9 MEASURING SUCCESS IN SOCIAL COMMERCE: METRICS AND ANALYTICS:

To measure the effectiveness and success of the social commerce, various combinations of metrics and analytics are used which are described below:

- **Conversion Rate:** It measures the percentage of people who actually purchases a product or signs up a page. It includes the number of users who visit and click in social media ads and then purchase a product.
- **Click Through Rates:** It measures the percentage of users who visit and click on the link of an ad. High CTR shows that the ad is engaging the audience and is fruitful for the company.
- **Engagement Metrics:** Monitoring the engagement with the audience through likes, comments and shares turns out to be effective for the companies. It motivates the company to prepare and upload the content which is engaging with the audience.
- **Reach & Impressions:** It is the total number of users to whom the content is visible or the users who see the contents of the company on social media. It even shows the multiple views of the same user. It helps the company to understand the exposure of the ad to the target audience. The exposure of their content to the audience.
- **Social Listening:** It is the monitoring of social media platforms for keywords, hashtags, mentions of the words or posts related to the brand. It gives a view of the trends and sentiments of the customers and helps in improving and grabbing the opportunities.
- **Customer Acquisition Cost:** It measures the cost that is incurred to acquire the new customers through social media channels. It helps to evaluate the effectiveness of the campaigns of the business and to decide whether it is sustainable for the long term.
- **Return on Investment:** It measures the profit of your business which is generated from the help of social media commerce and marketing compared to the cost incurred in it. It helps the business to understand the financial impact of the campaigns so that the budget can be allocated as per the need.
- **Attribution Modelling:** It helps to understand the journey of the customer & understand the points that help in the conversions. By analysing the data, one can understand which social media channels have more influence on the purchase decision of the customers.

- **Customer Lifetime Value:** It represents the revenue that is generated from a customer from the total duration of the relationship with the company. It helps to prioritise the customer retention strategies and assign the resources efficiently to increase the profitability for the long term.
- **A/B Testing:** It is also called bucket testing or split testing. It is done to compare the output and performance of two social media promotional campaigns or contents to understand the effectiveness of the promotional strategies. It is done by testing the content copy, targeting areas etc to make the content in such a manner that it gives the maximum impact.

  These measures and analytics help the company to gain better insight so that the business can be optimised efficiently and maximum growth can be experienced.

2.10 CHALLENGES AND OPPORTUNITIES IN SOCIAL COMMERCE

Social Media Commerce is filled with both the challenges and the opportunities. One needs to analyse the market properly to overcome the challenges and grab the opportunities.

2.10.1 CHALLENGES

- **Trust & Credibility:** It is important to build trust & confidence among the customers of social media commerce as everything including transactions are done online and there is very little or almost no scope to meet personally with the other party. It will be difficult to overcome the doubt of low quality of products, lack of security in payment and authenticity of the product.
- **Issues of Data Privacy:** Companies collect large data of the customers and use it whenever they have the requirement in their business which increases the concern of safety. The companies should not misuse the data of the customers and should keep the process transparent to build the trust of the customers.
- **Platform dependency**: Social commerce is the process of selling the products and services online through social media platforms which is why it is highly dependent upon social media sites such as Facebook, Instagram etc. The business will be affected greatly if the policies or algorithms of these social media platforms change.
- **Competition & saturation:** There is a lot of competition in social commerce due to its increasing popularity and ease of doing business. Gaining the attention of the potential customers is a tough challenge for the company.

- **Logistics & Fulfilment**: It is difficult to manage the logistics of the company at the time of the peak demands by the customers. Processing of order on time, timely shipping and delivery is very important for the business to stay on the top in the business.

2.10.2 OPPORTUNITIES

- **Targeted Marketing:** Social Media marketing allows the company to target the specific population of the country of various demographics and geographical location. It helps in giving personalised recommendations to the customers hence improving the sales of the company.
- **Seamless Marketing:** Doing business through Social Media helps to make the purchasing seamless and easy for the customers thus increasing the conversion rates.
- **Social Engagement:** It is easy to engage the customers who are already using social media to stay connected with the people. High engagement will build long term relationships with high customer loyalty. To keep the business in the competition and overcome the challenges and grab the opportunities, social commerce needs to analyse the trends continuously with a customer centric mindset.

2.11 THE FUTURE OF SOCIAL COMMERCE: TRENDS AND INNOVATIONS:

The future of e-commerce will be shaped by the following trends and innovations:

- **Video Commerce**: With the increasing use of video content, it is easy to engage the customers and make sales. Video content like live interaction, short videos and interactive content keeps the attention of the customers.
- **Augmented Reality & Virtual Reality:** This technology enables the customers to virtually imagine the product in the real world and make decisions regarding its purchase. It enhances the shopping quality and experience of the customers.
- **Personalisation and AI:** Technology have become advanced due to which many tools have been introduced to ease the work. Artificial Intelligence Algorithm helps to give personal recommendation of the products to the customers with customised advertising messages & automated service for the customers on social media. Chatbots & Virtual assistants are examples of the

automated customer service which engages the customers and increases the conversion rates which ultimately increases the sales of the company.

- **Social Responsible Shopping:** It is important to be responsible and follow the ethics while doing business. Social commerce gives the opportunity for a transparent shopping experience with eco-friendly products and socially responsible brands to fulfil the demand of the customers.

- **Social Currency & Gamification:** Social Media provides gamification and reward based system to the loyal customers and tries to build a community of customers for the long term relationship. Likes and reviews are used to get exclusive offers and discounts from the company.

2.12 SUCCESS STORIES OF SOCIAL COMMERCE:

- **Nike:** Nike used Snapchat to launch its "Air Jordan" brand with limited edition sneakers. It used the Augmented Reality feature which created a great buzz in the market. Sports enthusiasts were very much interested resulting in high sales of the company.

- **Sephora:** It is a cosmetic company which has a dedicated platform for the customers. It has the user generated content and offers a wide variety of products, beauty tips and recommended products to the customers.

- **Etsy:** It is an international company which offers handmade & vintage products all over the world. It uses pinterest as a discovery platform which drives sales to the website of the company.

- **Wal-Mart:** It is a US based company which has used tik tok to launch the "shoppable livestream" campaign during Black Friday which attracted the customers and promoted a lot of sales for the company. It was a high engagement campaign with a high conversion rate.

- **Meesho:** It is a company that sells products through social media platforms which allows a person to start their own business by reselling the products of this company through social media platforms like facebook & instagram. It has provided opportunity to many small entrepreneurs especially women who can now easily earn to live their life by selling its products.

- **Flipkart:** It is one of the popular and biggest e-commerce companies which was launched on instagram where users have the option to shop directly from the social media page. It used the dynamic visual appeal of instagram and simplified process of purchase to engage the customers and increase sales.

- **Nykaa:** It is a company that sells beauty and wellness products online and has a very strong presence on instagram & youtube. It promotes and engages the

customers through content and influencer marketing which results in high sales for the company.

- **MamaEarth:** It is a brand that specialises in toxin free and natural products for the baby and mother. It uses social media platforms to connect with the target audience. It shares the testimonials of the users, educational content, demonstration of the product on social media pages like facebook and instagram. The company has built loyalty by developing trust in the customers which has helped the company to increase its sales.
- **Voonik:** It is a clothing and accessories company which is in the field of fashion and uses AI and ML algorithms to customise the shopping experience of the customers. It has attracted a lot of people and successfully converted them into the current customers.

These success stories of social commerce companies are prospering in India day by day. Companies use social media platforms to attract and engage the customers and build long term relations with them to maintain continuous sales.

2.13 CONCLUSION

The concept of social commerce has rapidly evolved and is growing in India by the penetration of high-speed internet and smartphones. Small businesses got empowered through social media platforms. Mobile centric websites and high use of social media has driven a large amount of sales. It has transformed the way the business used to connect customers. With the evolution of technology, the expectations of the customers have also evolved. Therefore, it has a lot of challenges which includes logistics, trust etc. but it also has a lot of potential and opportunities to convert the potential customers into loyal customers. The future of social commerce is promising with the innovation & integration of technologies such as AI, ML and AR. The companies need to stay updated and connected to stay competitive in the digital marketplace. To make the most of social commerce, it's essential to understand the 5 Cs: Content, Context, Community, Connection, and Commerce.

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