

# A Review of Theoretical Models of Social Commerce\*

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## Abstract

Social commerce (S-commerce) is a new movement of electronic commerce (e-commerce) channeled via social media which brought together online and offline environments. Due to the huge user base and the fastest accessibility of social media, s-commerce has come to be a new vicinity of pastime for practitioners and researchers. A systematic review approach was applied to collect data from s-commerce literature, including different academic articles published from 2006–2019. We review the history, definition, dimension of s-commerce. This paper explores various definitions of s-commerce and seven dimensions of it that will help to promote and sell products and services. This study ends with some effective guidelines for future s-commerce that would create significant value for sustainable development, and demonstrate that s-commerce is an admirable vehicle for creating social value in the form of social engagement.

**Keywords** : social commerce, social shopping, social networking site, e-commerce

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## 1. Introduction

In 2005, s-commerce was first introduced which narrating an origination with the consciousness and trade success of social networking sites (Rubel, 2005; Beisel, 2006; Stephen and Toubia, 2010). S-commerce includes various conduct of social media that help social interactions and user achievements to help buying performances, promoting products, and also offerings online and offline. It describes dynamic merchandising advantages that assemble buying and social networking performances by social media (Harkin, 2007). These studies have supplied different forebodings, knowledges, and situation reports. S-commerce is a rising phenomenon, offers enough possibilities for scholars to investigate and revalidate several troubles associated with the interaction. This paper procures to pursue the emergence of s-commerce, investigate the conceivable concept and definitions of the s-commerce, and add some viable future instructions and guidelines for s-commerce practice.

## 2. The Concept of S-commerce

### 2.1. S-commerce

S-commerce is a variety of electronic commerce that uses online social networks to help in the shopping for and promoting of items and services. E-commerce is an enterprise that people do on the Internet. It covers a huge range of business types, from online shops, public sale sites, and tune marketplaces. E-commerce also consists of buying and selling in economic units and the alternate of items and services between corporations. And s-commerce described as a subset of digital trade which makes use of social media to beautify the online buy experience (Marsden, 2010), has more advantageous consumption experiences in such aspects as product usage conduct (Algesheimer et al., 2005; Trusov et al., 2010), product referral (Kozinets et al., 2010; Stephen and Toubia, 2010), and product co-creation (Kim et al., 2008). S-commerce is a type of online industrial activity. It uses online communities, ratings, social advertising, shares, and shops' inner social networking websites to buy and promote things. In the modern-day era, the boom of online firms has led to a new paradigm which is s-commerce. The following is a listing of the definition of s-commerce. (see Table 1).

**<Table 1> The definition list of S-commerce**

Year	Author	Definition
2007	Kim and Srivastava	S-commerce is making use of web-based social societies with the aid of e-commerce associations, engrossment on the influence of the social effect that makes the interaction between buyers.
2008	Wigand et al.	S-commerce is the utility of social media to form a commercial enterprise and changes a market because of items and offerings within a user-guided marketplace.
2009	Dennison et al.	S-commerce can be described as a phrase of mouth solicitation to e-commerce which is the matrimony of retailer's merchandise and also the interplay of consumers
2010	Linda	The S-commerce phenomenon is introduced when three principles are joined with each other which are e-commerce, internet 2.0, and social media.
2012	Zhang and Wang	S-commerce is a conformation of commerce arbitrated with the aid of social media engaging the convergence among the environments of online and offline.
2013	Zhou et al.	S-commerce is no longer certainly an easy unification between e-commerce and social networking technology which implementation with commerce performances.
2014	Hajli	The concept of S-commerce is social media advantages industrial exploits of sellers by growing nearer relationships with customers, enriching the best of the relevance, rising sales, and exhorting confidentiality to the business.
2015	Wu et al.	S-commerce can describe as word-of-mouth utilized to e-commerce and also consists of a greater social, innovative, and cooperative strategy used in online marketplaces.
2017	Lin et al.	S-commerce includes a range of industrial functions that can aid in the client's pre-purchase product appraisal, purchasing reasoning, and post-purchase behaviors.
2018	Chong et al.	S-commerce, as the interplay of social media and e-commerce, has received popularity over the last years. It does not solely provide top assets for shoppers to improve purchase decisions but additionally affords a revolutionary and environmentally friendly method for organizations to gain business value.
2019	Lin et al.	S-commerce considered an environment-friendly strategy to power purchaser purchase behaviors and enhance business performance.

Source: a literature study.

## **2.2. Forms of SC**

S-commerce is a huge commercial enterprise even though thinking is distinctly new. While it would possibly be horrifying to suppose about a new way to buy and sell, remember that social media is simply any other device to promote and sell merchandise and services – simply like an internet site or a storefront. There are seven kinds of s-commerce:

### **2.2.1. Peer-to-peer income platforms**

A peer to peer market platform is a community-based marketplace, or bazaars, the place humans talk and sell without delay to other individuals (Indvik, 2013). It is an online commercial enterprise mannequin where customers and retailers trade products and services. For example, Etsy allows sellers to sell their handcrafted goods to consumers. Uber lets you order experience to get anywhere. Buyers and agents can commonly alternate their roles on a P2P platform, as there's no robust big difference between them. Today you can be a rider on Uber, while tomorrow you can without problems grow to be a driver. In different words, both user businesses can alternate goods or services in a peer-to-peer marketplace. A P2P marketplace platform removes the intermediary who connects customers to product or carrier providers. This serves to decrease the fee for items and services, allow quicker transaction times, and make the process of purchasing an awful lot more handy for each party.

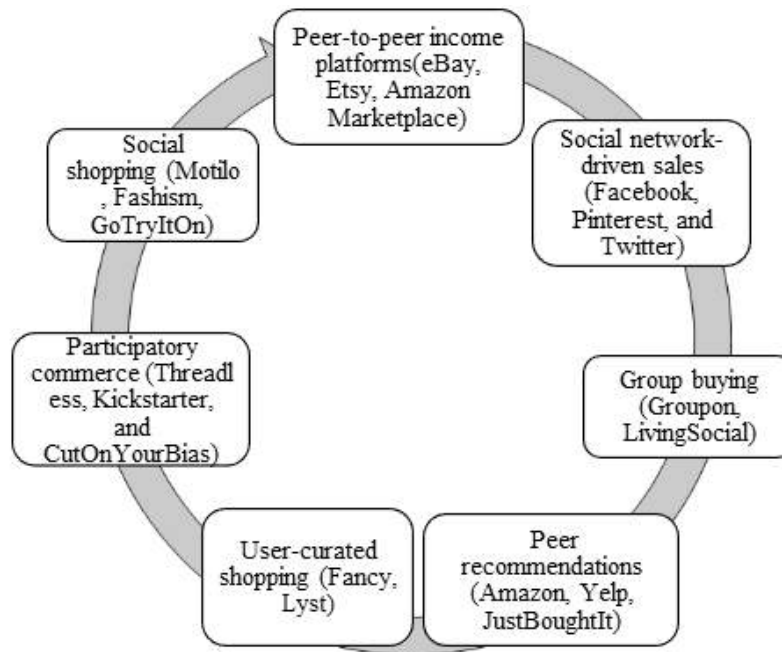
### **2.2.2. Social network-driven sales**

Sales had been driven utilizing referrals from installed social networks (Indvik, 2013). The first rule of social media advertising is to use the platforms that the target audience uses. Before buying something online, customers tend to study numerous reviews to make positive the brand and product are trustworthy. These sorts of opinions ease the anxiety about buying from a company that a customer barely knows. When these evaluations are the opinions and experiences of other customers simply like themselves, then they experience a sort of honesty that they can connect with. According to an Olapic study, 70% of U.S.-based respondents are extra probably to purchase products after being exposed to a relatable or tremendous image created by way of other consumers.

### 2.2.3. Group buying

Online team buying, which is a gadget that gives each day discounts for more than a few offerings and products, is a new structure of advertising at the junction of promoting and pricing that had attracted the activity of every practitioner and academia (Erdoğan and Çiçek, 2011). Getting started firstly from the USA context in 2008, the device proved successful; and simply in a short time, plenty of clone group shopping for web websites has sprung and spread at some point in the world (Erdoğan and Çiçek, 2011). Online group-buying is the section of a progressive wave of online market-based mechanisms alongside with auctions and reverse auctions (Anand and Aron, 2003). From the consumer, on the different hand, online crew shopping creates a fascinating and shocking shopping activity, whereby the client is faced with unique offers every day through opening the webpage or checking their e-mails. The customer additionally enjoys what (Fei, 2010) calls a common asset-light company, because they are free from the fees of logistics distribution.

<Figure 1> SC types (Indvik, 2013)



### 2.2.4. Peer recommendations

Peer recommendations sites group product suggest merchandise emerged on others' buying records and reward persons for dividing products and purchases along with buddies

through social networks (Indvik, 2013).

### **2.2.5. User-curated shopping**

Today, as retailers seem to be to greater compete with the Amazons of the retail world and create extra tremendous emotional connections with their customers, they're imparting cautiously chosen products to appeal to a particular customer group. Known as curated commerce, this vogue is assisting newcomers and smaller merchants to develop a greater distinct company voice while cultivating brand loyalty and increasing common order values and sales. Curated commerce makes use of talent gleaned from consumer segmentation the workout of dividing markets into discrete patron companies that share similar characteristics to become aware of which customers to target. Likewise, curated commerce makes use of personalization strategies such as emailing clients with product hints primarily based on previous purchases to make bigger income and patron engagement.

### **2.2.6. Participatory commerce**

Two Consumers end up worried immediately in the production procedure by selecting, financing, and collaboratively inventing products (Indvik, 2013). Participatory Commerce is a kind of income mannequin which allows customers to take part in the designing, selecting, and funding of the products that clients want to purchase. Customers can customize the products they favor to buy. Some organizations take p-commerce to any other degree and ask clients to figure out which merchandise should be put into production.

### **2.2.7. Social shopping**

Social buying is a web page that attempts to replicate buying offline with pals by way of along with chat and discussion board aspects for changing recommendations and opinions (Indvik, 2013). Online social shopping represents an ideal context for analyzing the cohabitation of utilitarian and hedonic elements of on-line shopping because it embeds characteristics that can assist pleasing behaviors (e.g., the possibility to follow different shoppers' things to do and to discover new products) as properly as a goal-directed product search. Besides, these social facts applied to sciences artifacts have interesting and unique capabilities. They may also expand reach (Overby, 2008) by using connecting a massive range of shoppers, hence increasing the visibility of sellers' wonderful and negative perceptions, and making it less difficult to acquire the advice from an assorted

set of people. Social shopping websites are designed to be online buying communities. Examples of social shopping web sites encompass Kaboodle.com, ShopStyle.com, ThisNext.com, and Wists.com (Tedeschi, 2006; Steel, 2007). Social shopping web sites offer many unique facets to facilitate online social interactions while shopping.

### 3. The emergence of S-commerce

S-commerce, a hastily developing department of commerce which appears from social media advertising. If people choose to understand why s-commerce is successful, then they ought to want to apprehend their narrative. S-commerce is the best instance of adaptive exchanging (Dineen, 2019). Before the 1400s, advertising was once ordinarily word-of-mouth. In the mid-1400, print marketing grows to be popular. Advertisements have been posted in different newspapers, billboards, and posters. However, in the late 1800s, the telephone and the radio invented, advertising and trading immediately removed to these units as its predominant appearance of intimation. Radio advertisements and telemarketing have been the mass popular techniques of advertising. Soon, television grew to become famous and marketing unfold to this platform too. By the early 2000s, the computer commenced governing and advertising online grew to be incredibly beneficial. Then got Web 2.0 the place user-produced extent material initiated outgrowing as blogs and different formations of social media grew popular.

#### 3.1. 1960 – 1982

*ARPANET (Advanced Research Projects Agency Network)*. In October 1972, a large and very profitable demonstration ARPANET prepared at the International Computer Communication Conference (ICCC). This used to be the first public demonstration of this new community technological know-how to the public.

*EDI (Electronic Data Interchange)*. Electronic Data Interchange changed normal mailing and faxing with a digital switch of records which archives from one computer to another and allowed the disposal of records impudently except any human intervention. An English innovator, an entrepreneur creating the predecessor to online shopping. Then it's related a TV set to a transaction processing computer along with a smartphone line and produced teleshopping that means shopping at an intervening space, in 1979.

### 3.2. 1982 – 1990

*Minitel:* In 1982, France launched the precursor to the Internet which called Minitel. The online carrier applied a Videotext marginal device that was entranced via telephone lines. Minitel was gratis to smartphone subscribers and attached millions of customers. In the mid-1990, commercialization of the web and late-1990 roots of s-commerce (Curty and Zhang, 2011; Friedrich, 2015). The Minitel gadget emaciated in 1991 and gently combined its loss of life after the prevalence of the Internet three years later. In the end, in 2011, France Telecom introduced its shutdown of the Minitel work process.

### 3.3. The early 90' s

*WWW (World Wide Web):* Today is a tremendous day in the records of the Internet. On 6 August 1991, precisely twenty years ago, the World Wide Web grew to be publicly available (Martin, 2011). In 1990, a proposal to build a Hypertext mission referred to as the World Wide Web. That identical year, the use of a NeXT computer first made the internet server and first wrote the net browser (Martin, 2011). The Web was once at first developed to meet the demand for computerized information-sharing between scientists in universities and institutes around the world.

*NSF (National Science Foundation):* In September 1995, as the demand for internet registration grew to become large industrial and the NSF commenced an indicting fee for enrolling area names. There 120,000 enrolled area names were current by that time and among three years that variety cultivated to past 2 million. The Internet NSF's function got here to a quit and the industrial sector transferred a lot of the oversight.

### 3.4. The mid- '90s to Present

*Marketplaces Emerge:* Since the mid-nineties, there had been an important progression in the industrial conduct of the Internet. Amazon was one of the first s-commerce websites which established an online bookshop and has grown-up the biggest online retailer in the world in 1995. In July 1995, the enterprise commenced service as an online bookstore. The first online shop Amazon added consumer reviews along with a rating scale for manufactured. In 1997, Six Degree the first social media website is launched. Other e-commerce market success stories encompass eBay, in 1995 an online public sale website that debuted and Etsy, which launched in 2005. The late 1990s additionally noticed modern e-commerce stage preferences for merchants. In 2004, Mark



Zuckerberg formally launched “The Facebook”. Origins Yahoo is credited with coining the term s-commerce in 2005 (Rubel, 2005) and it provided \$1 billion to purchase Facebook but Facebook finally declined the offer and Amazon pronounces the formation of Amazon Prime, a membership presenting two-day free delivery inside the adjacent United States on all competent collections for a level annual fee. In the membership rapidly grew to become popular, putting a strain on other merchants to provide speedy and cheaper delivery options.

*Online Payments Evolve:* In 1998, the global e-commerce company, PayPal, started its offerings and nowadays conducts in 202 markets. The corporation is an acceptable financial institution that completes the fee processing system for online sellers, public sale sites, and also different business users. They enable their clients to turn, get hold of, and maintain worldwide cash in 24 currencies. In modern times, PayPal operates greater than 244 million accounts. Then humans started doing business online, a want for impervious verbal exchange and contracts grew to become discernible. In 2004, the Payment Card Industry (PCI) Security Standards Council was shaped to make certain organizations had been assembly compliance with a variety of indemnity needs. The organization used to be produced for the advancement, storage, and execution of safety requirements for data saving. In 2007, running a blog web page Tumblr is launched by using David Karp and it introduced a purchase button in 2014 (Lianna and OMI, 2018). In 2009 as new applied sciences end up ubiquitous-Twitter, smartphones-online and offline shopping commence to combo collectively more. Companies take to be aware of their customer’s changing conduct and construct communities for them to engage and share information. In 2010, s-commerce simply establishing to pick up steam around the world and payments platform Square allowed to receive debit and credit playing cards on mobile devices for small companies.

*Mobile Expands:* In 2001, Amazon.com launched the first mobile commerce site. After two decades mobile commerce received speed, as greater customers merchandise from the flat of the hand. In 2017, more than 1/3 of U.S. e-commerce income had been created on a cell system. In 2010 found s-commerce truly commencing to choose up steam around the world. In the 2015 June, Instagram keeps now function used to be introduced (Lianna and OMI, 2018). In 2015, \$14 billion are predicted to come from s-commerce. Both shoppers and enterprise shoppers flip to cellular units for manufacture lookup and stamps, with the contest by social media turning into increasingly popular. Since enterprise consumers anticipate client points for example a reactive format that tracing from the laptop to computer and pill to the cellphone with constant Characteristics, B2B consumers need an even more advantageous center of

attention on discovering product details, pricing, and assistance fast. There had been 4.2 billion lively net users in October 2018 and almost 3.4 billion people, was additionally uses social media. Already Social media performs a large position in the lookup and finding a segment of the purchase system, with seventy-four percent of shoppers, confide their social networks to support them with buying reasons. S-commerce has expanded as one of the desired income stages.

**<Table 2> Key milestones in S-commerce development**

Year	Invention
1960-1980	1970 Internet Invention.
	1972 Prepared a large demonstration of the ARPANET that was the first public demonstration of new network technology.
	1978 Bulletin Board System went online.
	1979 Aldrich created teleshopping that meaning shopping at a distance.
1982-1990	1982 France launched free telephone subscribers and attached millions of users to a computing network in Minitel.
	1990 Commercialization of the internet and roots of SC.
The early 90's	1990 Tim Berners Lee and Robert Cailliau published a proposal which called Worldwide Web to build a Hypertext project.
	1991 Internet and online shopping saw remarkable growth.
	1994 Netscape provided transmit data over the Internet.
	1995 The NSF started out charging a rate for registering area names and NSF's position on the Internet got here to a quit and a lot of the oversight shifted to the business area.
Mid 90's to Present	1995 One of the first SC websites used to be Amazon which launched an online bookshop and has raised to be the greatest online retailer. Other e-commerce market success memories consist of eBay, an online public sale website online that transmitted in 1995.
	July 1995 Amazon.com sold Douglas Hofstadter's Fluid Concepts and Creative Analogies which was the first book.
	1997 Six Degree the first social media website is launched.
	1998 Global e-commerce company PayPal began its services.
	2001 Amazon.com launched the first mobile commerce site.
	2003 Corporate social networking site LinkedIn opens its doors.
	2004 Mark Zuckerberg officially launched Facebook.
	2005 Yahoo Introduced SC.
	2006 Yahoo offered \$1 billion to buy Facebook but Facebook ultimately declined the offer.

2007	The blogging site Tumblr is launched by David Karp.
2009	Some new technologies become ubiquitous-Twitter, smartphones-online and offline shopping begin to blend more.
2010	Payments platform Square assumed small companies to be given debit and savings playing cards on mobile gadgets and SC has begun to pick out up steam around the world.
2011	Google entered the group Buy space and 2011 May Google launched Google offers.
2015	Twitter expanded the Buy Now partnership and 2015 June, Instagram shop now feature was introduced.
2017	U.S. electronic commerce sales were compiled on a mobile device.

Source: a literature study.

## 4. S-commerce developing models

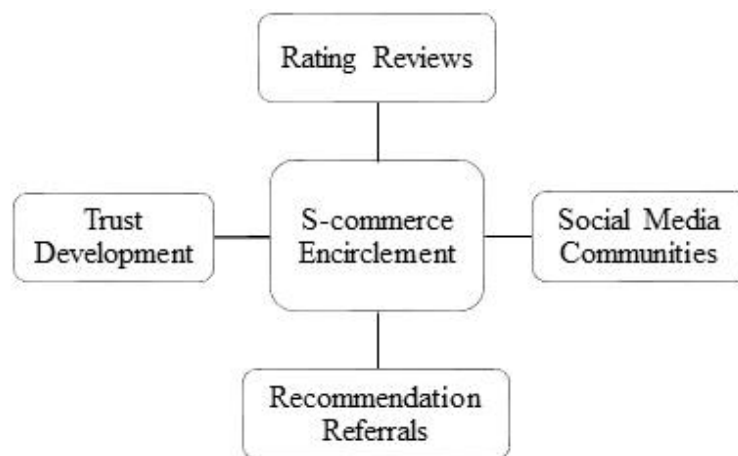
S-commerce has many models presently being repeated by way of clothing shops to trap businesses via social media. Social media and social networking websites both are the booms in recognition, for social interaction extra human beings are coming online. Therefore, presently e-sellers can set up commercial enterprise designs that emerged on social media strategies. Nowadays, an e-sellers attempt of a kind strategy to enhance relationships with consumers enable to enhancement purchaser to have confidence in networks. The social interplay of buyers is in all likelihood to inspire different customers to structure convictions regarding the capacity to supply and integrity. The uses of s-commerce constitute to create text for consumers, and these records give prices for business. The textual content created in these structures performs grant proof that online commercial enterprise has enacted in an estimable trend founded on the customer's interest. The similar intimation, produced by interplay in online boards and societies, which can be extraordinarily valuable. One kind of system provided through Web 2.0 applied sciences to increase their relevance with other peer's network that uses consumer. They may add value and evaluate a product, and take part in an online forum or neighborhood to divide their know-how and new product knowledge. Moreover, shoppers may also notice and endorse a product and service to different members of a network.

### 4.1. Social media communities

Social media communities as the most important construct of s-commerce, supply a

possibility inside a social sphere for human beings to percentage statistics, or attain consciousness. Users always engage in s-commerce platforms in a cooperative online environment. It's considered that online conversation in s-commerce constitutes of customers offers social support, that guidance's, severally, for confiding in the network. Online communities, as the most important, assemble of s-commerce. It gives an advantage for people to share records and gain information. All kinds of support, that can be each informational and pathological, induce humans to reuse the gadget and attempt a new product. These communities are garnered creations of originality for the predominant operators which transfer from e-commerce to s-commerce.

**<Figure 2> Proposed S-commerce model**



## **4.2. Rating Reviews**

S-commerce construct another structure is ratings, it's offering treasured knowledge for other cooperators. A frequent machine which uses for numerical evaluations, commonly ranging from one to 5 stars. Reviews, any other type of s-commerce construct that has the achievable to limit uncertainty or make bigger purchaser confidence. The exceptional volume and data supplied through the way of online reviewers that can minimize or amplify ambiguity. Social media authorizes clients to produce content material or share it using social platforms, furnished through the way of Web 2.0 and Web 3.0.

## **4.3. Recommendation referrals**

Online context consumers' assessment is communicators and recommenders, it's affected through income. Though, it's restrained to the separates, recognized in the society. Social

phrase of mouth, by social media and s-commerce constructs for example communities, ratings, and referrals, defeated the obstacles or presents benefits to shoppers for interacting online. With such information, clients can appraise a business via model, improvement, or trying to the product guide stage.

#### **4.4. Trust development**

Social media seriously dominances the realized confidence of consumers by the social family members of customers. S-commerce constructs to engage online that use clients, which produces belief in the network. It's circuitously via familiarity and social appearance, additionally affect faith. Advantageous textual data manufactured with the aid of buyers creates a greater stage of have faith in a business. Implementing social connect on an internet site is certain to expand the registration fees on a retailer's website. The ease for customers to share data builds a facilitated person's knowledge. Many models oncoming the union interim social media and purchasing effectuate some new ways of speaking or exchanging.

### **5. Future of S-commerce**

S-commerce is nevertheless in its infancy (Indvik, 2013) and a developing trend. It is a large commercial enterprise that grows each day. This phenomenon is turning into an excellent effect on the cutting-edge way of living, as well as on the international economy. This provides unique and never-before-seen opportunities to reposition agencies on the market and even national economies on a world scale. However, to comprehend the full plausible of this new platform, it is necessary to apprehend all the factors and determinants of a wonderful outcome of online buying for both customers and businesses. Extending modern aptitudes, S-commerce future may be mirrored into cellular advertising (Lin et al., 2017). Online retailers are constantly researching including new models or advertising strategies to permit larger peer-to-peer and group-based interactions, conscious that requests from friends which can represent effective conduct in purchasing (Indvik, 2013). Nowadays garment shops are researching with extraordinary fashions for making the first-rate of s-commerce because they have validated to improve income or client gratification. Apparel shops like Anthropologie and Zappos motivate customers to provide manufacture critiques upon their internet site since many others have commenced consisting of elements such as "like" or "Pin it" buttons. "Like" and "Pin It" buttons are

increasingly more flipping up spaces to enhance buyers to share their finds in online networks (Indvik, 2013). In future sellers create a unique consumer journey with the aid of developing customized online markets that can be connected via hyperlinks, humans are running on a fee base, which affords a stimulant to ascertaining well and always alternating their online retail outlets (Stephen and Toubia, 2010). S-commerce assembles both of these elements seamlessly, the system will solely proceed to be depurated. By Satish Kanwar, Shopify Channels Vice President of Product, “s-commerce will conduct to supply possibilities for both shoppers and businesses, offering upward shove to a period the place technological know-how will ability a modern set of commerce bits of knowledge” (Dineen, 2019). More research of s-commerce with enhancing sensibility wordbooks and completely automating the inspecting procedure would build s-commerce an available system for greater organizations or corporations.

Focus best and lowest-cost products, get the right tools at the disposal, partner with influencers and encourage the community to share products, and measure strategy these are some methodology for starting future s-commerce (Heather, 2020).

### **5.1. Focus best and lowest-cost products**

Lowest-cost merchandise might sell excellent on social media and taking pictures of human beings at a positive location in customer experience has been eager to buy, not eager to weigh the execs and cons of a fundamental purchase. That’s why to suggest the usage of a strategic method to what listing for sale on social media. Begin with the exceptional products, promoting the objects that enchantment to the widest audience and have been verified to resonate with fans.

### **5.2. Get the right tools at the disposal**

First, messaging device known as ManyChat, which permits combining Facebook Messenger and SMS campaigns. ManyChat, and other chat equipment like it, can be exquisite for collecting leads and changing them into buyers. Similarly, any other terrific s-commerce device is jumper.ai. And along with third-party tools are new s-commerce aspects coming to social networks all the time. It’s smart to always try out these new features, each for their commercial workable and the engagement raise gets from attempting out new content material on accounts.

### 5.3. Partner with influencers and encourage the community to share products

These two groups' influencers and community that can be very effective for commerce efforts thanks to the way that networks like Instagram and Pinterest are set up. Many of their new elements enable humans to share products on behalf and still tie into the frictionless shopping for the trip of a buyable Pin or Instagram shopping.

### 5.4. Measure strategy

The ultimate goal of s-commerce is to guide customers to checkout. And additionally can do this in any variety of ways, through terrific content, two-way communication, and more. Ultimately, though, the high-quality dimension of s-commerce strategy is in dollars and cents. Also think about measurements like Brand engagement, and Completion of certain steps earlier than the conversion.

## 6. Conclusion

S-commerce platform is surely a social media platform on which outlets (or any commercial enterprise users) can promote products. S-commerce is an interdisciplinary challenge that concurrently issues business, technology, people, and information. The fields of records structures and marketing s-commerce is the newest manufacturer research region. In this paper, introduced an overview of several elements and theoretical background of s-commerce from the technological know-how point of view and advised areas of future s-commerce. Here presented an evaluation of frequent papers in Complex Social Networks, Emersion, and Model of s-commerce alongside Social Media Commerce to allow researchers to achieve a sufficient image of s-commerce to make contributions to the area.

Limitations of the study which spotlight has the lack of numerous theories associated to s-commerce may additionally have left out different relevant elements of the analysis of s-commerce. Suggestion for future research to enhance the quantity of literature-based learn about for better results. An extra variable that wasn't covered in this paper additionally capable to inspire future research to create a higher appreciation of social commerce adoption. An enormous area of this research remains on enhancing advertising and marketing strategies, which made sure the prevalence of s-commerce to a business' viewpoint.

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## 소셜커머스 이론에 관한 연구\*

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### 요 약

소셜커머스 (s-commerce)는 온라인과 오프라인 환경에서 소셜 미디어를 통해 이루어지는 전자 상거래 (e-commerce)의 새로운 현상이다. 거대한 사용자 기반과 빠른 접근성으로 인하여 소셜커머스는 기업에게는 새로운 경영환경을 제공함과 동시에 연구자들에게는 이를 연구할 수 있는 독특한 주제를 제시하고 있다. 이에 본 연구는 2006-2019년 사이에 출판된 소셜커머스 관련 문헌을 조사하여 관련 이론을 체계적으로 분석하고자 한다. 이를 위하여 본 연구 먼저 소셜커머스의 역사와 여러 가지 정의를 살펴보았고 이를 7가지 형태로 분류하였다. 본 연구는 소셜커머스가 사회적 가치의 창출할 수 있는 훌륭한 도구임을 제시하였고, 이를 통하여 지속 가능한 발전을 창출할 수 있는 효과적인 가이드라인을 제시하고자 한다.

**핵심주제어** : 소셜커머스, 소셜 쇼핑, 소셜 네트워킹 사이트, 전자상거래

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