

A SUMMARY OF THE LITERATURE ON SOCIAL TRADE AND SUGGESTIONS FOR FURTHER STUDY

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ABSTRACT

Social commerce emerged as a result of the integration of Web 2.0 technology and social media with traditional business models. Both academics and businesspeople have been paying a lot of attention to social commerce as of late. There have been several analyses of s-commerce and its effects. While there has been an increase in the number of studies published on s-commerce since 2010, there has been no effort to incorporate the results of previous surveys or evaluate the present status of research in this area. To better understand what is meant by the phrase "s-commerce," we gathered, reviewed, and synthesised papers published between 2010 and 2015 that dealt with s-commerce. We found 110 papers that deal with s-commerce by using a review procedure that included two steps (automated and manual) to cover all research in this time frame. The findings demonstrate a rise in s-commerce-related research during the previous six years. Many different aspects of s-commerce have been the subject of study in recent years, and this is reflected in the breadth of topics covered by these studies. This study suggests the route for future research since most of these studies concentrate on user behaviour and website design while other issues garnered less attention. A new paradigm for doing business that makes use of social media to contact clients and their networked friends is shown in this paper, making s-commerce a viable new topic of study. Both the discussion and the conclusion have been emphasised

1. INTRODUCTION

The emergence of web 2.0 technology and social media has altered human interaction, group work, daily life, and business. Opportunities to develop a novel business model that makes use of several social features to attract clients have been unlocked by the characteristics of web 2.0. Due to their rising popularity, social networking sites (SNSs) have helped bridge the gap between online communities and established themselves as a reliable information

resource (Wang & Chang, 2013). Due to its usefulness in facilitating the preservation of preexisting social links and the establishment of new connections between users, SNSs have been deemed important for both people and enterprises (Constantinides & Lorenzo-Romero, 2013). In today's digital economy, social commerce (s-commerce) has emerged as a new paradigm, having evolved from e-commerce. Online shopping platforms that make use of social

networking and Web 2.0 tools are sometimes referred to as "S-commerce" (Huang & Benyoucef, 2013b). Web 2.0 technology, social media, and electronic commerce all came together to generate the social commerce phenomena (Lai, 2010). These days, e-commerce companies actively solicit input from customers using social media platforms like Twitter and Facebook (Hajli, 2014c). According to many authors (Saundage & Lee, 2011; Shanmugam, Sun, Amidi, Khani, & Khani, 2016), "S-commerce represents a fundamental change in business practises and a new frontier for the study of information systems."

S-commerce is predicated on the idea that vendors may improve their commercial interactions with consumers via the use of social media, which in turn boosts sales and customer loyalty (Hajli, 2014b). The customer's function has also shifted as online shopping has developed into s-commerce. The Internet has shifted the negotiating power from sellers to customers, and the rise of s-commerce is a reflection of this shift (Kim, 2012; Hajli & Sims, 2015; Huang & Benyoucef, 2013a). Businesses start thinking like their customers. With the rise of the s-commerce environment, online business has moved its focus from products to customers (Huang & Benyoucef, 2013a; Wigand, Benjamin, & Birkland, 2008). Many companies are investigating the commercial applications of emerging technologies like these (Anderson, 2015). Online marketplaces like Amazon and eBay were among the first of their kind worldwide (Hajli, 2013). These pioneers of e-commerce are now reshaping their industry thanks to the rise of social media platforms like

Facebook. In order to facilitate interactions between customers and groups that have common commercial interests, Amazon developed a formalised and organised type of social customer relationship management (Amblee & Bui, 2011). According to Liu, Cheung, and Lee (2016), e-commerce is expanding at lightning speed. It is expected that IT companies would spend over \$50 billion yearly in s-commerce by 2020 (Kim, Sun, & Kim, 2013), with e-commerce sites like Groupon and Living Social serving as examples of new assets worth more than \$3 billion.

Although the term "s-commerce" has been used more often and has been the subject of multiple studies since 2010 (Wang & Zhang, 2012), the field of s-commerce research is still in its infancy. Despite its importance, knowledge about s-commerce is fragmented and scant (Wang & Zhang, 2012). S-commerce is a new field of study with scant empirical evidence, and businesses need to know which social media services are best for them (Saundage & Lee, 2011), so there's a pressing need for the information systems community and practitioners to learn more about the phenomenon. Unfortunately, no work has been done to comprehensively examine and synthesise these findings in order to provide researchers and practitioners a clear picture of s-commerce. Therefore, a systematic review methodology was used for this work to inquire into the idea of "s-commerce." Using a mind map on s-commerce research topics, techniques, s-commerce activities, and theories, it compiles, analyses, and synthesises all the existing works on s-commerce to provide the status of research in this subject. We

offer five key questions to help us get closer to our primary research goal. If you answer these questions, you'll assist the reader grasp what s-commerce is, how it differs from conventional e-commerce, and what has already been written on the subject. The study's research questions are as follows:

When comparing e-commerce to s-commerce, what key distinctions can be drawn?

Second, what distinguishing features does e-commerce have? For the third RQ, what exactly does s-commerce entail?

4) What are the major topics studied in s-commerce research?

RQ5. In what ways does the existing state of s-commerce research fall short, or where are there gaps?

There are two main takeaways from this research. To begin with, this review analyses 110 articles to provide readers a thorough grounding in the s-commerce domain and to give researchers a visual representation of the s-commerce topics and the areas in which additional study is required. Second, this overview provides professionals with a snapshot of where s-commerce design and execution are at the moment. The rest of the research is laid up as follows: Following an introduction to e-commerce and its evolution in Section 2, this review's methodology and findings are laid out in Section 3, the SLR results are revealed in Section 4, the answers to the review's research questions are presented in Section 5, and a discussion and conclusion are provided in Section 6.

2. BACKGROUND

This section defines key terms, explains how s-commerce has evolved over time,

and offers a broad overview of the field.

2.1 The Meaning of "Social Commerce"

There is no one definition for social commerce (also known as social business) due to its many connotations (Liang & Turban, 2011). According to Zhou, Zhang, and Zimmermann (2013), "social commerce" is "the use of Internet-based media to facilitate the buying, selling, comparing, and sharing of information about products and services within online marketplaces and communities." According to certain definitions (Sturiale & Scuderi, 2013), "social commerce" is the next logical step in the development of online shopping, since it facilitates increased consumer engagement and interaction via the use of tools such as blogs, wikis, and the distribution of articles authored by members of the community. However, s-commerce is often thought of as a subset of more conventional forms of e-commerce. When it comes to online purchases, "s-commerce" is defined as "e-commerce with a social twist" by both Liang & Turban (2011) and Sharma & Crossler (2014). IBM defines s-commerce as the mix of a retailer's goods with the engagement of online consumers, much as the way word-of-mouth marketing has been used to e-commerce (Dennison, Bourdage-Braun, & Chetuparambil, 2009).

S-commerce is defined more specifically and practically by Yadav et al. (2013) as exchange-related activities that occur between and are influenced by social network users in computer-mediated social environments, where the activities

correspond to the need recognition, pre-purchase, purchase, and post-purchase stages of a focal exchange. The author maintains that the s-commerce space incorporates the efforts of both consumers and businesses, as they interact with one another before, during, and after a transaction. (Huang & Benyoucef, 2013a) highlighted various

statistics that show the rising popularity of social commerce reaches over 43% annually, contributing to the expansion of s-commerce businesses. In the foreseeable future, 88% of businesses plan to increase spending on social commerce. The definitions of social commerce that were found in the literature study are listed in Table 1.

Table 1
~~Some s-commerce definitions from previous studies.~~

No.	Definition	Reference
1	The activities by which people shop or intentionally explore shopping opportunities by participating and/or engaging in a collaborative online environment	(Curty & Zhang, 2011)
2	The delivery of e-commerce activities and transactions via the social media environment, mostly in social networks and by using Web 2.0 software.	(Liang & Turban, 2011)
3	Social commerce is a subset of electronic commerce that uses social media, online media that supports social interaction and user contributions, to enhance the online purchase experience."	(Kim, 2013)
4	Social commerce is a form of commerce mediated by social media involving convergence between the online and offline environments	(Wang & Zhang, 2012)
5	The use of Internet-based media that allow people to participate in the marketing, selling, comparing, curating, buying, and sharing of products and services in both online and offline marketplaces, and in communities	(Zhou et al., 2013)
6	Social commerce is the use of social networking in the context of electronic commerce or even mobile commerce.	(Dar & Shah, 2013)
7	A new stream in e-commerce, which encourages the social interaction of consumers through social media	(Hajli, 2013)
8	A multi-user-based e-commerce that involves multiple people during an e-commerce transaction.	(Yamakami, 2014)
9	Technology-enabled shopping experiences where online consumer interactions while shopping provide the main mechanism for conducting social shopping activities	(Shen & Eder, 2011)
10	Social commerce and social shopping are forms of Internet-based "social media" that allow people to participate actively in the marketing and selling of products and services in online marketplaces and communities	(Stephen & Toubia, 2010)
11	Social commerce defined as word-of-mouth applied to e-commerce	(Wu, Shen, & Chang, 2015)
12	Social commerce is a special kind of e-commerce that allows the interaction between merchants and consumers in a social environment such as Facebook.	(Sturiale & Scuderi, 2013)
13	Doing commerce in a collaborative and participative way by using social media through an enterprise interactive interface.	(Baghdadi, 2013)
14	S-commerce refers to the conduct of e-commerce activities using social media platforms (e.g., Facebook, Twitter) to aid in encouraging online purchases	(Smith, Zhao, & Alexander, 2013)

2.2 The Evolution of Social Trade

The notion of social commerce can be traced back to the late 1990s (Curty & Zhang, 2011), when Amazon and eBay, the two pioneers of the e-commerce industry, offered tools for buyers to leave feedback on items and the seller's performance. To characterise a new collaborative shopping function on their shopping platform, Yahoo coined the phrase "social commerce" in 2005 (Wang & Zhang, 2012). This tool enabled users to create, share, and comment on shopping

lists. E-commerce businesses used new technologies in response to the rise of Web 2.0 and social media in order to provide customers a more personal and engaging buying experience (Curty & Zhang, 2011; Friedrich, 2015). consumers' participation in online social communities has increased as they actively share their experiences with and views on goods and companies with other consumers and friends (Cheung, Xiao, & Liu, 2014) thanks to the widespread use of social media technology. The phrase "social commerce" wasn't used in scholarly writing until 2007. In 2009, flowers.com launched the first

Facebook shop (Bansal, Green, & Chen, 2011; Stuth & Mancuso, 2010), which is often regarded as the "first formal lunch" of s-commerce.

3. REVIEW METHOD

This research employs a systematic review strategy (Hanafizadeh, Keating, & Khedmatgozar, 2014) to address the aforementioned issues. Knowledge may be advanced, theories can be developed, and gaps in knowledge can be identified if a review is conducted properly (Webster & Watson, 2002). Defined as "the process of identifying, evaluating, and interpreting all available research relevant to research questions, area of study, or emerging phenomenon of interest" (Kitchenham & Charters, 2007), systematic reviews are a method of gathering and analysing data from a wide range of sources. For these and other reasons, as well as to gain a thorough understanding of a new phenomenon, systematic reviews are conducted (Kitchenham & Charters, 2007). These include summarising the evidence about a technology or treatment; summarising the evidence of the advantages of a specific method; identifying any research gaps in the existing research; and suggesting further investigation. Thus, these arguments are consistent with the purpose of our assessment. The methods laid forth by Kitchenham and Charters are used here. Planning, doing, and reporting on a systematic review are the three essential

components, as stated by Kitchenham and Charters (2007). There are specific steps involved at each stage, including (1) determining research objectives, (2) crafting a methodology for conducting the review, (3) deciding which studies will be included and which will be excluded, and (4) doing the search and selecting the studies to include. (5) Carry out quality evaluation procedure; (6) Collect and synthesise data. Below, I'll go into depth about each event.

3.1 Procedure for Reviews

Developing a review protocol is a crucial step in conducting a systematic review since it outlines the procedures that will be followed. Reducing research bias is one of the main aims of review protocols (Kitchenham, 2004). Information on the review's context, questions, a plan for finding relevant studies, evaluating those studies' quality, collecting relevant data, and synthesising that data are all included in the protocol (Kitchenham & Charters, 2007). The review's research topics and context for e-commerce are presented up top. The steps of the review procedure are shown in Fig. 1.

3.2 Eligibility requirements

The goal of establishing inclusion and exclusion criteria is to verify that the included studies are appropriate for our research. The scope of this review is limited to the English-language literature on the topic of social commerce, including articles from journals, conferences, workshops, book chapters, and symposia. The chosen

studies span the years 2010 and 2015. There are two primary motivations for settling on this time frame. Before getting into the specifics of s-commerce, this review is meant to supplement the work of others (Shanmugam & Jusoh, 2014; Wang & Zhang, 2012). Second, the use of the term "s-commerce" has increased in a number of studies since 2010, but the most recent major articles reviewing the state of "s-commerce" research only cover literature up to this year; thus, an effort to systematically collect, analyse, and synthesise studies from the last six years is warranted this year. The evaluation criteria are listed in Table 2.

Table 2
Inclusion and exclusion Criteria.

Inclusion Criteria	Exclusion Criteria
Full-text	Uncompleted studies
Published within selected period of time (2010-2015)	Non English
Published in the above selected database	Outside the selected time
Study manuscript written in English.	Duplicated studies
In the domain of e-commerce or s-commerce	

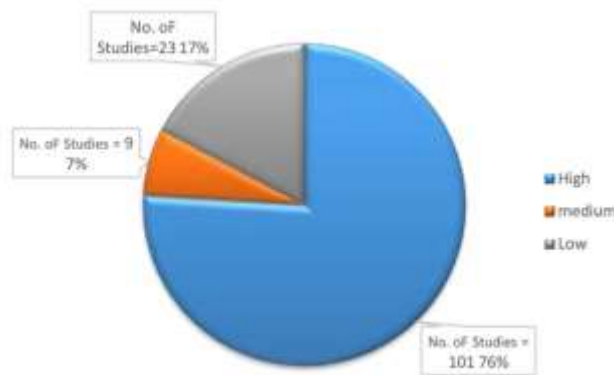


Fig. 2. Distribution of studies after QA.

Search Methodology 3.3

As can be seen in Fig. 1, the search approach is split between an automated phase and a human-led phase. The first, automated step involves finding the

foundational research on e-commerce. Following the advice of Webster and Watson (2002), the researcher did not restrict the search to a select group of journals, but rather employed a number of different online databases to ensure a comprehensive search. ScienceDirect, Scopus, Springer, IEEE Explorer, ACM Digital Library, Engineer's Village, ISI Web of Knowledge, AIS e-Library, and Thomas Reuters Web of Science were utilised as online databases. These databases are respected for their usefulness and the high-quality research they house. The review's research question was used to inform the selection of keywords for the automated search. The terms "social commerce," "social e-commerce," and "social electronic commerce" are the most often used synonyms. The next step is an in-depth look by hand. We utilised a backward and forward search strategy (Levy & Ellis, 2006; Webster & Watson, 2002) to follow the trail of references to the papers we chose. To locate further research, we utilised Google Scholar to locate papers mentioned by the chosen main studies. The manual process ensured that the systematic study was as thorough as possible (Webster & Watson, 2002). Mendely, a reference management tool, was utilised to organise and store all the research, preserving the search results while making it simple to eliminate any duplicates.

Methodology for Choosing Studies 3.4

Study selection follows the search approach. The purpose of the study selection method is to locate those papers that answer the review's research questions.

Initial results from an automated search using the predefined keywords yielded a total of (225) studies. After using Mendeley to filter out duplicates, we were left with (207 unique studies). We next evaluate each study's Abstract and final verdict using our inclusion/exclusion criteria. The abstract and the final verdict were used to weed out 86 of the research. In this phase, we followed the advice of Kitchenham and Charters (Kitchenham & Charters, 2007) and discarded any research that had nothing to do with the topic at hand. The remaining studies, after taking the exclusion criteria into account, were scanned in full. To identify any studies that could have been overlooked, we performed a thorough search using each study's citation. The manual search yielded twelve (12) additional studies. As a result, the total number of main studies was 133. In the end, we used quality evaluation criteria to narrow the list of primary studies down to the 110 papers given in Appendix A of the supplementary materials.

3.5% QA (quality assurance)

To evaluate the credibility of the first research, it is essential to use a quality evaluation tool (Kitchenham & Charters, 2007). Quality tools are relied upon to determine the finer points of quality evaluation. These tools might take the form of a standardised checklist or a set of questions tailored to the specifics of a certain research (see also Kitchenham & Charters, 2007; Bandara, Miskon, & Fiel, 2011). In contrast, this review establishes four quality evaluation criteria to evaluate each study's quality. Listed below are the conditions that must be met:

Is the paper about anything that has anything to do with electronic commerce?
Question 2: Does the publication explain how the study was conducted?

Is the procedure for data collecting explained in the paper? QA4. Are the methods used to analyse the data presented in the paper?

We used the four QA Criteria described above to the 131 main research to increase our faith in the reliability of the studies that made the cut. Nidhra, Yanamadala, Afzal, & Torkar (2012) provide a quality evaluation procedure with three levels of quality schema (high, medium, poor), where the quality of each research is determined by its loading score. Examples include awarding a score of 2 for studies that fully meet the requirement, 1 for studies that partly meet the criterion, and 0 for studies that do not meet the criterion at all.

Studies with a score of 4 or above will be regarded as medium quality, those with a score of 3 or below as poor quality, and those with a score of 2 or 3 as very low quality. Twenty-three studies were discarded after QA application due to failing to meet QA standards. Figure 2 displays the QA findings, and Appendix B of the supplementary material provides a list of QA for each research.

4. Data extraction and synthesis

At this point, we created a data extraction form to ensure complete and precise data collection. Each paper was reviewed carefully, and data was

extracted using spreadsheet programmes like Mendely and Microsoft Excel. We used Liang and Turban's (2011) study framework. The introduction of the framework serves to consolidate many aspects of s-commerce studies. It is comprised of six main parts (research topic, theories, techniques, business and social activities, and measurements of success). For the sake of this review, however, the following fields were taken into account throughout the data extraction process: study identifier; authors; study title; publication date; originating institution; research subject; topics covered; theoretical framework; and methodological approach. All of these things were chosen because they directly relate to the review's stated purpose and guiding research topics. Table 3 provides a detailed breakdown of the items in question.

Table 3
Data extraction of primary studies.

Extracted data	Description
Study ID	Unique identity for the paper
Authors	Names of all the authors
Study Title	The name of the paper which appear in the searching stage
Publication Date	The year of publishing the paper (2010-2015)
Source	E.g. conference proceeding, journal, book chapter
Research Theme	Description of the study domain, e.g. user behavior, network analysis, adoption strategy
Outcomes/Measures	The topic addressed in the paper, e.g. trust, design features, etc.
Theory	Theory the paper adopted, e.g. social support, motivation, etc.
Methodology	Quantitative, qualitative or mixed method
Data Collection Method	E.g. survey, case study, experiment, observation, etc.

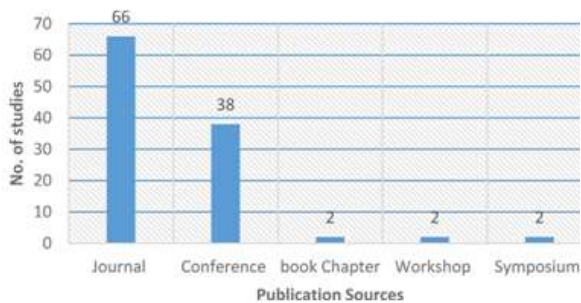


Fig. 3. Distribution of studies based on source of publication.

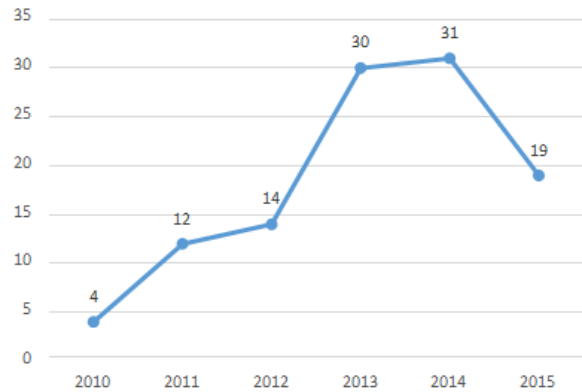


Fig. 4. Temporal view of primary studies.

4.1 A Survey of Published Materials

This review is more significant since the bulk of the papers were published in high-quality journals with high-impact factors and at prominent information systems conferences, as shown in Fig. 3. The quality and accuracy of the data on the s-commerce phenomena were guaranteed by the use of primary research. Journals accounted for the largest share of publications (66), followed by conferences (38) and other venues (workshops (2), book chapters (2), and symposiums (2)) for the remaining research.

4.2 Perspective on publishing time

According to Section 2.2, the years (2010-2015) were chosen for this analysis. Figure 4 displays the cumulative study distribution throughout time. The graph shows that between 2010 and 2014, there was an increase in the number of s-commerce research papers published. In 2014, a total of 31 studies were published, making it a record year. There were 19 papers published in 2015. This graph displays the exponential growth of s-commerce research throughout time.

The major points of discussion on s-commerce research are shown in Fig. 5 for ease of understanding. Studies on social commerce focused on two primary areas in its inaugural year (2010): first, the economic value implication of social commerce and the concern of the users beyond their need for having fun (Stephen & Toubia, 2010); and second, the significance of the increasing use of online communities that empowered users, and the problems related to the adoption and use of social commerce as a new form of e-commerce. The technical aspect of social commerce websites, technological features, and tools that indicate the s-commerce progress and its future possibilities emerged as a major theme in 2011. S-commerce adoption and client approval have been ongoing topics of conversation this year (Fig. 5).

The majority of studies examining user behaviour in relation to social commerce were conducted in 2012 and 2013. Intention to purchase, shopping behaviour, store ratings, and future purchases were all investigated. In 2014, research was expanded to analyse the effects of s-commerce activities like eWOM and value co-creation on various online markets including the travel and grocery sectors. 2015 saw an increase in research on several aspects of s-commerce, including customer trust, safety concerns, and the dynamics of their ongoing engagement.

4.3 Methodologies for Research

Primary research methodologies used in the research are shown in Fig. 4. As is evident, the vast majority of research relied on quantitative methods, with surveys serving as the primary data collection tool. Eighty

percent of the research were quantitative, while seven were qualitative and five were reviews, as shown in the figure. Only one study met the criteria for both quantitative and qualitative research, while two were conceptual studies and seven were ambiguous (Fig. 6).

4.4 Conceptual scaffolding

The fundamental purposes of each theory are used to categorise them. Gregor (2006) identifies analysis and description, explanation, prediction and prescription as the four main functions of theory. Theories may be broken down into the following five groups based on their overarching goals: analysis, explanation, prediction, explanation and prediction (EP), and design and action. Most s-commerce investigations relied on theories classified as (EP) since these theories give both testable assertions and causal explanations, as seen by the findings. Social support theory (SST) and the Technology Acceptance Model (TAM) emerged as the most popular frameworks in our comprehensive study. Figure 7 shows that TAM and SST have the most published works, with 8 and 7 works, respectively. Then, in the subsequent four publications, TRA was used. Three different research have used and found support for the popular theories of planned behaviour, uses and gratification, and trust transfer. It is notable that the majority of s-commerce theories focus on customers and the impact of social interactions on purchasing intention or decision making process. This is because of the central role of the social aspect brought by the social nature of s-commerce. Furthermore, some studies used

behavioural theories as the Technology Acceptance Model (TAM), the Theory of Planned Behaviour (TPB), and the Theory of Reasoned Action (TRA). The IS community has extensively evaluated such hypotheses in an effort to comprehend IT uptake (Zhang & Benyoucef, 2016). Studies aimed to empirically investigate the relevance of these ideas to the s-commerce setting.

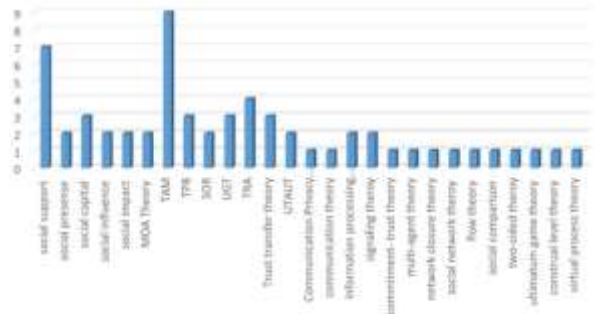


Fig. 7. Distribution of theories and models

5. RESEARCH QUESTIONS RESULTS

RQ1. When comparing e-commerce with s-commerce, what key distinctions can you point out?

Despite the fact that social commerce is defined by some research as a subset of e-commerce and incorporates the use of social media to facilitate e-commerce transaction processes and activities (Liang & Turban, 2011), the two approaches to doing business are distinct in important ways. In their research, Huang and Benyoucef (2013a) and Sigala (2015) identified three key distinctions between e-commerce and social commerce: the level of social engagement, the aims of the company, and the quality of the relationship between the firm and the client. Web 1.0-enabled e-commerce allows for a more traditional browsing experience, where information and feedback from the customer are rarely sent back to the seller or other customer (Afrasiabi Rad & Benyoucef, 2011); in contrast, social commerce creates a more social and interactive environment where customers can share information with their friends and other customers. When

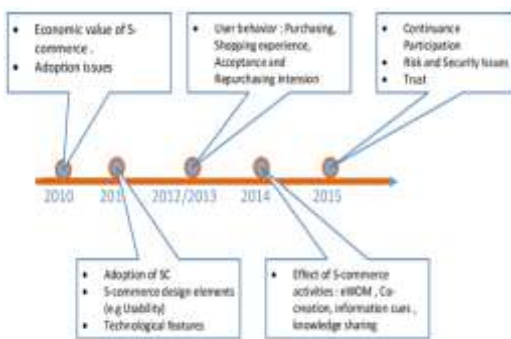


Fig. 5. S-commerce studies evolution



Fig. 6. Distribution of research methodologies

it comes to achieving organisational objectives, e-commerce is all about streamlining processes related to speedy research, easy product acquisition, and personalised suggestions. The purposes of social trade, on the other hand, are primarily altruistic in nature (Wang & Zhang, 2012). The primary distinction between s-commerce and e-commerce is the emphasis on social interaction and social aims. The importance of social connection in the form of Word of Mouth (WOM) has been highlighted by a recent empirical research (Wang & Yu, 2015). One key distinction between e-commerce and s-commerce is how customers are viewed: in the former, the buyer is seen as an individual acting independently of others, while in the latter, he is seen as part of a larger community of users and potential buyers interacting with one another (Huang & Benyoucef, 2013b). For instance, in social commerce, users of social networking sites (SNSs) share their opinions on various goods and services. Product feedback is shared via friend comments on Facebook or another social media site. In s-commerce, this social information included in the views is seen as crucial (Bai, Yao, Cong, & Zhang, 2015). Because of the two-way nature of social commerce, buyers often find themselves in the position of salespeople. To get a substantial discount via group purchasing, for instance, buyers might engage in marketing activities within their social circles (Jang, Ko, & Kim, 2013). In addition, group purchase

websites incentivize users to engage in virtual marketing and recommend items and services to their friends via social networking sites by offering them bonuses for doing so. To encourage customers to take part in marketing campaigns, S-commerce provides value-added services (Hwang, Lee, & Kim, 2014). According to Bansal et al. (2011), "s-commerce" refers to the practise of doing business using social media in order to foster a feeling of personal connection between consumers and the brands they support. So, s-commerce is a traditional kind of business collaboration, as stated by Dong and Li (2013). Baghdadi, 2013, n.d. The paper provides more context for drawing this distinction and outlines the key distinctions between e-commerce and social commerce in Table 4.

Comparative research continues with the observation that social commerce makes more use of web 2.0 tools than does conventional e-commerce. It goes beyond e-commerce in its emphasis on consumer connection and its incorporation of the positive feelings of community fostered by social networking sites (Crossler, 2014). These unique characteristics contribute to the social nature of internet purchasing (Lai, 2010; Shen & Eder, 2011). Web 2.0 technologies are the major differentiators between social commerce and e-commerce, as pointed out by Liang, Ho, Li, and Turban (2011). The proliferation of social networking sites

has been linked to the rise of social commerce, according to some researchers (Liang and Turban, 2011). Baghdadi (2013) identified the Web 2.0, social media, and cloud computing as the three primary technologies that allow for social commerce. This research demonstrates how Web 2.0 and

social media may be used to expand traditional business models and facilitate more consumer participation in online marketplaces.

RQ2. What are the Traits of Electronic Commerce (s-commerce)?

Table 4
Main differences between social and e-commerce (Baghdadi, 2013).

Aspect	e-commerce	Social commerce
Business model	<ul style="list-style-type: none"> Traditional R&D Product/services/Business Process-oriented 	<ul style="list-style-type: none"> Need new business models or build on the existing ones more technology enabled (Web 2.0, cloud computing and SOA) Co-design Social and customer-oriented
Value creation	The design of the business process, products or services is limited to the enterprise (or its partners)	<ul style="list-style-type: none"> Participatory and collaborative Create revenue using scarcity of attention Seeking new business values
Value chain Customer connection/communication conversation	<p>Limited actors</p> <ul style="list-style-type: none"> Customer interact individually with e-commerce websites and independently from other customers. No communication from customer to business or from customer to customer 	<p>Large actors, where motivation of participating is rewarded</p> <ul style="list-style-type: none"> Involves online communities that support social connection to enhance conversation between customers Collaboration and participation
Systems Interaction	<ul style="list-style-type: none"> One-way browsing, where information from customer is rarely (if ever) send back to business or other customers One-way creation of content (from business to consumers) Push information to relatively passive audience 	<ul style="list-style-type: none"> Develops more social and interactive approaches that let customers express themselves and share their information with other customers as well as with business Community creation of content
Design	<ul style="list-style-type: none"> Presentation (views of the products/services) Discovery mechanisms (e.g. Search) Navigation 	<p>Web 2.0 is based on user-centered design, through interactive interface that enables identity, interaction and communities, i.e.,</p> <ul style="list-style-type: none"> Recognizable actors Conversation among actors Participation of actors Tag/Rank/Review/Comment, etc.
Platform	Web 1.0 (B2C), EDI or Web services (for B2B)	Web 2.0, Cloud, SOA
Legal Issues	Emphasized within agreed upon policies	Collaboration + participation + Openness Need to be emphasized

• Working Together

By working together to produce content, provide feedback, and disseminate information, businesses and engaged consumers, as well as other customers and prospective customers, may co-create value. Customers who are actively involved in the buying process are more likely to feel that they have a say in how their demands and the needs of other buyers are met. (Sashi, 2012). Co-creation activities have grown substantially due to the widespread practise

of people exchanging data, information, and expertise in social commerce (Zwass, 2010). The method by which consumers create value for businesses is more complex than simple purchasing behaviour alone (Kumar et al., 2010). For instance, Threadless.com invites its consumers to submit T-shirt design ideas via an online forum; the top submissions are then included in the company's final goods (Huang & Benyoucef, 2013b).

Community

• Affective factor

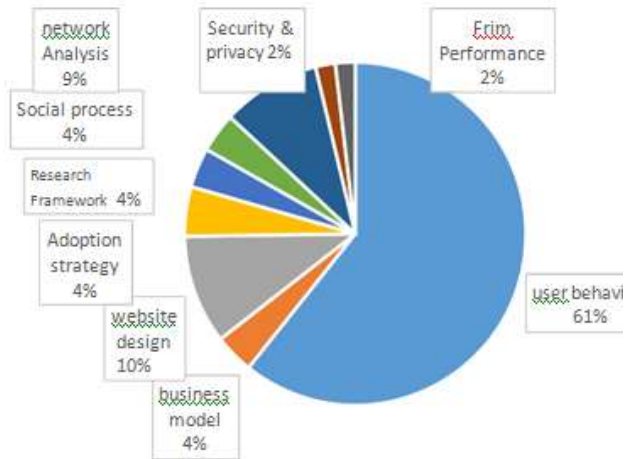


Fig. 8. Distribution of s-commerce research themes.

In Fig. 8, we see a summary of the studies' primary research questions and topics. There are a total of 65 research classified as part of the first topic, user behaviour, which accounts for 61% of the main studies. The majority of the articles in this section examine consumer purchasing behaviour and the influence of trust, loyalty, and motivation on the purchase choice. S-commerce user adoption behaviour is also extensively studied. Ten percent of the research fell under the category of website design, making it the second most common topic. For example, Huang and Benyoucef (2013a) present a new model and a set of rules for directing social commerce design, and the emphasis of this subject was on the design aspects of s-commerce and the process of developing s-commerce platform. Ten research, or 9 percent, examined the effects of

social networking sites on e-commerce, consumer behaviour, and enterprise structure via the lens of network analysis. Adoption strategy is the fourth major topic of study (at 4%). This topic focuses on the tactics that lead to widespread adoption of e-commerce platforms. To far, only four studies have focused on s-commerce business models for the fifth study subject. Similarly, the sixth subject, research framework, which includes just four studies (4% of the total) is concerned with research that offers a framework for studying s-commerce in order to categorise s-commerce studies and guide future research. There are four papers covering the seventh subject, which focuses on social process design, social process mechanism, and the analysis of data from social media platforms. Two studies are devoted to the last two topics, which are firm performance and security and privacy policy. Figure 8 displays the distribution of the studies according to the study themes they explore. Figure 9 is a mind map depicting the many s-commerce themes and the subthemes that fall under them. The figure also shows the breakdown of research methods used across all studies. The research designs were mostly quantitative. Among the 65 studies that focused on user behaviour, 58 used quantitative methods and utilised surveys as their primary

research tool. Two studies, however, combined qualitative and quantitative methods (the "Mix method") to report on topics related to network analysis and firm performance. Three studies on user behaviour, two on design, two on network analysis, and three on social process have all made extensive use of experimental approaches. There are only a small number of studies that use

qualitative approaches (2 studies on the topic of user behaviour, 4 on the topic of design, and 1 each on network analysis and research framework). Two studies utilised a review approach in the Adoption strategy topic and the research framework theme, whereas only one study each used a review method in the user behaviour, design, and network analysis themes (Table 6).

Table 5

Social commerce activities

Social commerce Activities	References
Social Activities	
Word of mouth	(Yehdeh & Shi, 2011; Anderson, 2015; Subrahman, Rahaf, & W, 2014; Cheung & Lee, 2012; Huij, 2004; Kim & Park, 2012; Lu, 2010; Li & Gu, 2014; Wang & Chang, 2015; Wang & Yu, 2015)
Social referral incentive	(Shi, Wang, Zhang, & Perlow, 2013)
Promotions	(Gouldner Curry & Zhang, 2015; Soman, Lakshmi, & Oprea, 2014; Sandage & Lee, 2011)
Advertising	(Gouldner Curry & Zhang, 2015; Sandage & Lee, 2011)
Co-creation	(Huang & Stewart, 2013; Sandage & Lee, 2011; Oren, 2010)
User-generated content	(Su, Yan, & Dou, 2015; Gouldner Curry & Zhang, 2015; Hering & Matternissen, 2015)
Information sharing	(Bai, Yao, Qing et al., 2015; Choo, Lim, & Chen, 2016; Jiang et al., 2014; Lu et al., 2016)
Commercial Activities	
Purchasing	(Bakhtiar, et al., 2014; Hall, 2013; Wang et al., 2014; Kim & Park, 2012; Ng, 2013; Sandage & Lee, 2011)
Groupbuy	(Jiang et al., 2015; Kim, 2013; Lee & Lee, 2013; Shin, 2013; Yoo & Park, 2011; Yu, Pei, & Liang, 2014)

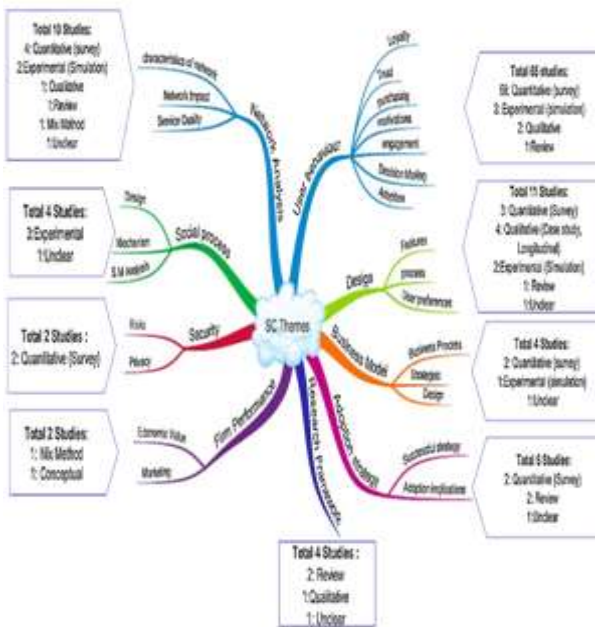


Fig. 9. MindMap-of-s-commerce research themes, topic and the methodologies used.

Table 6

S-commerce research theme description

Study theme	Description
User behaviour	Include the studies that investigate customers' intention, or behaviour to conduct and actions such as (adopt, use, buy, share, engage, trust) on s-commerce platform.
Business Model	Include the studies that attempt to propose, design, or investigate s-commerce business models.
Website design	Include the studies that discuss the design features of s-commerce website, and the studies that introduce guidelines for designing s-commerce based on user preferences and user research.
Adoption strategy	Include the studies that provide models or frameworks for adoption stage of s-commerce and the studies that investigate the application and implications the s-commerce adoption on organisational level.
Research framework	Include the studies that identify and explain the trend of social commerce research.
Social process	Include the studies that analyse the impact social process on the commercial activities and users of s-commerce.
Network analysis	Include the studies that analyse the effect of SNS and its characteristics on s-commerce.
Security & privacy policy	Include the studies that address the privacy concerns and security issues related to use of s-commerce.
Firm Performance	The studies that address the effect and implications of s-commerce on firm performance and the reflection on economic value of firms.

RQ5. In what ways does the existing state of s-commerce research fall short, or where are there gaps?

There has been a lot of attention paid to the development of, and study into, social commerce recently. Nonetheless, we found in the course of our analysis that more research is required on a few key areas. S-commerce research will face theoretical, design, and customer-

centric problems during the next several years. Despite the widespread use of s-commerce, the theoretical underpinnings of the field are still sketchy at best. Information systems (IS) and marketing researchers have identified this topic as one of the most difficult to study in the next decade (Hajli, 2014b; Wang & Zhang, 2012). To further comprehend this growing field, more work is required to analyse and assess social commerce from both a theoretical and empirical perspective (Bai, Yao, & Dou, 2015). Second, there's e-commerce layout to think about. More study is required in several areas, including website design. One such area is e-commerce. and what are

the key factors that should be taken into account throughout the design process?For instance, s-commerce design is still in its infancy, and it faces significant difficulties in creating user-centered social commerce websites (Huang & Benyoucef, 2013b). Participation from users is essential to and encouraged by S-commerce. S-commerce may not achieve the widespread consumer acceptability that academics and practitioners think it deserves if the consumers' perspective is not taken into account in the design process. The design of social commerce, however, still faces significant obstacles (Huang & Benyoucef, 2013b).

Table 7
A research Agenda for understanding s-commerce.

Topics	Questions
Theoretical considerations	<ul style="list-style-type: none"> • What other theories from different discipline are valid to better explain and describe s-commerce in IS? • What IS Theories are valid to explain, describe online customer's behavior in s-commerce environment? • What is the impact of the diversity of theoretical perspective of s-commerce on business processes? • Which business model can be introduced for s-commerce?
Customer behavior considerations	<ul style="list-style-type: none"> • Which factors should be considered for engaging customers in s-commerce? • To what extend s-commerce activities can influence customer's to stick in the same s-commerce website? • To what extend s-commerce environment effects customer's impulse buying?
Design and implementation considerations	<ul style="list-style-type: none"> • Which features are suitable for designing s-commerce • Which critical success factors need to be considered during implementation of s-commerce websites? • What is the impact of social aspect influence on online sellers' decisions and process? • Which strategies companies need to use to adopt to s-commerce activities?

6. DISCUSSION AND CONCLUSION

The notion of s-commerce is explained in detail in this research. We want to learn more about s commerce by asking five different questions. These concerns were addressed by a systematic evaluation of the literature published between 2010 and 2015. One hundred and ten papers devoted to e-commerce were chosen after numerous

processes were carried out. The other studies did not meet the inclusion criteria or were of insufficient quality to be included in the review. The report sheds light on s-commerce by defining it and highlighting its key distinctions from conventional e-commerce. In addition, this research highlights four features of s-commerce: interactivity, cooperation, community, and the social dimension. A total of nine study topics emerged from the analysis of the included studies, with themes one (user

behaviour) and two (website design) accounting for the vast majority of the 110 included studies. Firm performance, the business strategy, and security and privacy issues, on the other hand, received less consideration. The studies' respective research methods were also identified and categorised. Quantitative research techniques were utilised in 80% of the studies, followed by qualitative (7%) and review (5%) approaches. Finally, the theoretical, design, and consumer facets that require further work from future researchers were explored in light of the limitations and gaps in the existing research in s-commerce. We have also discussed a research agenda for future study.

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