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Group E – Commerce

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Abstract

Since the advent of social media, e-commerce has become increasingly dependent on it for customer engagement and brand promotion. However, there are a number of obstacles that must be overcome in order to successfully integrate social media with e-commerce. In this study, we identify some of the most pressing issues in social media e-commerce and discuss some of the approaches that have been proposed to address them.

The most important aspects of social media e-commerce are recognized as a personalized experience, social proof, customer care, user-generated content, and a streamlined checkout process. E-commerce businesses may increase their sales and client loyalty by employing data analytics and AI to tailor their product catalogs, promotional materials, and interactions with customers. Using social media to quickly address questions and concerns from customers is another way to boost service quality.

However, there are plenty of challenges that must be overcome before the full potential of social media e-commerce can be tapped. To provide a smooth purchasing experience for its customers, e-commerce businesses must put the safety and privacy of their users first, adopt reliable payment methods, and simplify the checkout procedure.

In the final analysis, the integration of social media into e-commerce has the potential to revolutionize the business, but faces problems that will require novel approaches to be addressed. E-commerce businesses can improve the social media e-commerce experience and strengthen consumer loyalty by concentrating on the key areas highlighted in this article.

Key words: social media, online stores, customization, user reviews, recommendations, support, user-generated content, and the buying/buying process.

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Introduction

E-commerce has become an integral part of the retail industry in the digital age, enabling consumers to shop online and purchase products from the comfort of their own homes. Social media platforms such as Facebook, Instagram, and Twitter are utilized daily by billions of users around the globe. With the rise of social media, e-commerce companies are exploring new ways to leverage these platforms to connect with consumers and increase sales.

The incorporation of social media into e-commerce has resulted in the emergence of social media e-commerce, which has garnered popularity in recent years. Social media e-commerce is the use of social media platforms to promote products, interact with consumers, and facilitate online transactions. This innovative approach has presented e-commerce companies with a variety of opportunities and challenges, necessitating innovative solutions to overcome them.

This research paper aims to investigate the main ways in which social media can be utilized to improve the e-commerce experience for customers. We will investigate the primary obstacles posed by social media e-commerce and propose potential solutions. This paper aims to provide valuable insights and recommendations to enhance the social media e-commerce experience for both businesses and customers by identifying the key areas of focus for e-commerce companies seeking to integrate social media into their strategies.

The paper is organized as follows: first, an overview of the main concepts and trends in social media e-commerce will be presented. Next, we will investigate the obstacles posed by social media e-commerce and propose potential solutions for overcoming them. Finally, we will summarize the main findings and recommendations of the paper and emphasize the significance of social media e-commerce as an innovation driver in the retail industry.

1. Social Networking

The 1990s marked the birth of a great number of social networking services. MoveOn, Six Degrees, BlackPlanet, and Asian Avenue are just a few of the organizations that fall within this category. These are or have been online social niche sites where individuals may engage with one another. These sites include sites for public policy advocacy as well as a social network based on a model of a web of contacts. Services for maintaining weblogs, such as Blogger and Epinions, were developed. Epinions is a website that allows users to either read reviews written by other users or write their own reviews. Both ThirdVoice and Napster were software products that were developed in the 1990s but have since been discontinued and withdrawn from the market. Users were able to leave comments on web sites with the use of a free plug-in called ThirdVoice. The software's detractors claimed that users left comments that were frequently offensive or malicious.

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The file-sharing application known as Napster was a software program that operated on the peer-to-peer model. Users were given the ability to exchange music files with one another, avoiding the typical means of distribution, which, in the end, was deemed to be in violation of copyright regulations. (Ritholz, 2010).
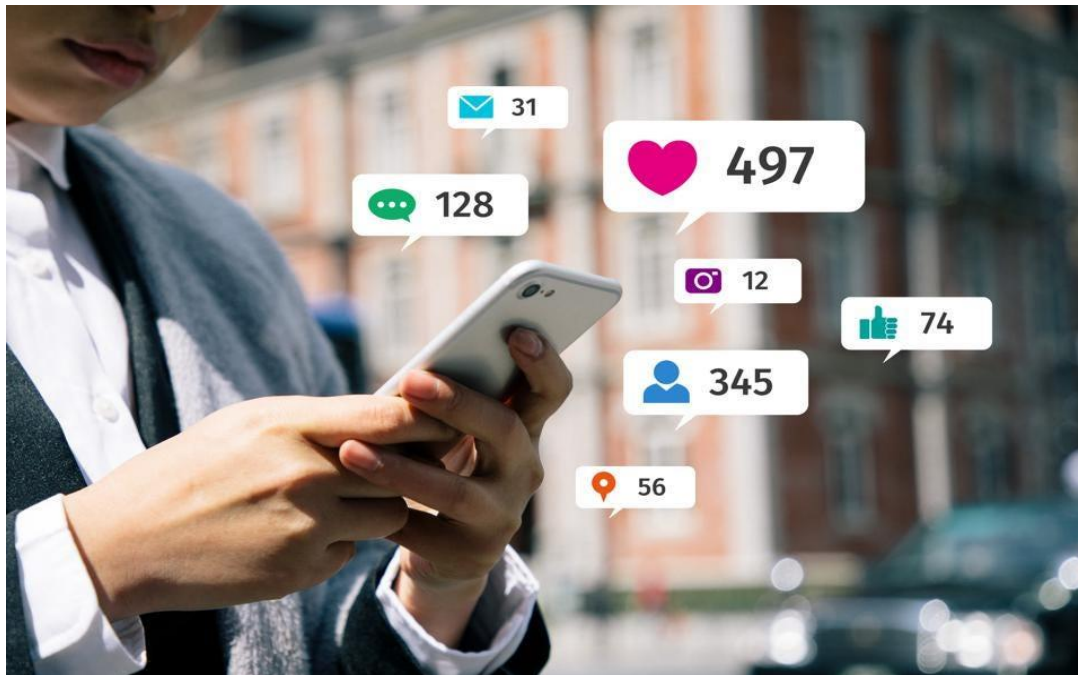
The year 2000 saw a proliferation of social networking websites, which provided a significant impetus to the development of social media. Because of this, the contact between individuals and organizations that have shared interests in areas such as music, education, movies, and friendship that is based on social networking has been greatly enhanced and completely revolutionized. LunarStorm, six degrees, cyworld, ryze, and Wikipedia are some of the websites that were among those that were launched. In 2001, Fotolog, Sky Blog, and Friendster were founded; then, in 2003, MySpace, LinkedIn, LastFM, tribe.net, Hi5, etc. In 2004, well-known brands such as Facebook, Harvard, Dogster, and Mixi came into existence. 2005 was the year that saw the birth of many well-known brands, including YouTube, Cyword, and Black Planet. (Junco, Heibergert, & Loken, 2011).

2. Definitions of Social Media Marketing

Weber uses the term "social web" instead of social media and defines the social web as "the online place where people with a common interest can gather to share thoughts, comments, and opinions. It includes social networks such as Myspace, Gather, Facebook, Blackplate, Eons, LinkedIn, and hundreds more. It includes branded web destinations like Amazon, Netflix, and eBay (Webber, 2009).

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It includes enterprise sites such as IBM, Best Buy, Cisco, and Oracle. The social web is a new world of unpaid media created by individuals or enterprises on the web and includes:

- Social networking sites (SNS) are the websites where people can build their personal profiles and connect and share information with their friends (Mayfield, 2008). The most popular social networking websites are Facebook, LinkedIn, and MySpace.
- Wikis: Wikis allow people to add and edit information and create an online database (Mayfield, 2008). Such as Wikipedia.
- Podcasts: websites that offer audio and video subscription services to users (Mayfield, 2008). iTunes is the most popular podcast platform.
- Forums: Forums are the online discussion places where users create and discuss specific topics (Mayfield, 2008).
- Reputation aggregated: search engines such as Google, Yahoo!, Ask, and Live. The aggregate site with the best product or service to offer usually puts things in order of reputation (Webber, 2009).
- Blogs are online journals where people can post ideas, images, and links to other web pages or sites. Some appear on personal or corporate sites, while others are hosted on Blogger, BlogHer (for women), Weblog, Tumblr, and other blogging sites (Webber, 2009).
- Topic-specific e-communities are generally supported by advertising, though some are free. Hewlett-Packard, for example, has communities on its websites, and there are
- communities' involving sports such as kayakmind for people who enjoy kayaking. Password-protected e-communities are growing especially quickly (Webber, 2009).

3. The Difference between E-commerce and E-business

The words "electronic commerce" (in some cases written as "e-commerce") and "electronic business" (also written as "e-business") are often used interchangeably. In the interest of our research, I will attempt to discern between the two. According to Allen and Fjermestad (2000), the word "e-business" is increasingly being utilized as a more generic phrase to refer to the use of the internet or any other kind of electronic mechanism to carry out the business activities of a company. According to this definition, "e-business" is a phrase that is used to describe making use of internet technology in order to increase the efficiency or profitability of a firm. According to Andam (2003), e-commerce is defined as trading that takes place online. E-commerce, or electronic commerce, refers to the practice of conducting business transactions, such as the purchase and sale of goods and services, over electronic mediums, such as the internet and other computer networks.

Difference between E- Commerce and E-Business	
E – Commerce	**E – Business**
✓ Primarily involves buying and ✓ selling products or services online. ✓ Focuses on the transactional aspect of online business. ✓ Generally, involves only the online ✓ Often limited to a single function ✓ such as online sales or order processing. ✓ Emphasizes efficiency in online transactions such as ease of payment and delivery.	✓ Refers to conducting business ✓ Processes, including buying and selling, marketing, customer service, and more using digital technology. ✓ Covers a wider range of business ✓ activities beyond just transactions. ✓ Can include both online and offline components of business. ✓ Incorporates multiple functions including, marketing, customer relationship management, supply chain management and more.

According to Kalakoda and Robinson (1999), the purpose of e-commerce is the purchasing and selling of goods and services via the use of digital marketing, whereas the function of e-business is the deployment of technology with the goal of maximizing customer value.

Kenneth and Traver (2003) expand his definition by arguing that e-commerce encompasses commercial transactions that are digitally enabled between and amongst organizations and individuals, whereas e-business refers primarily to the digital enablement of transactions and processes within a firm, involving only the information systems that are under the control of the firm. Kenneth and Traver (2003) also argue that e-commerce encompasses commercial transactions that are digitally enabled between and amongst organizations and individuals.

To summarize, e-commerce is a subset of e-business, which is a superset of e-commerce. This suggests that the transformation of a firm into an e-business would occur upon the implementation of e-commerce into the flow of the company's operations.

E-business may therefore be characterized in a wide sense to include all activities and

processes that are based on using electronic means, both internally and externally.

According to Bakos (1998), e-commerce is a component of e-business, which focuses on the electronic commercial transactions that take place between and among businesses as well as people. Both business-to-business (B2B) and business-to-customer (B2C) e-commerce are of interest to us in this investigation that we are doing.

4. The Benefits of E-commerce

E-commerce makes available a variety of prospects, not only to people but also to commercial organizations and governments. According to Metzger (2004), businesses involved in e-commerce have a significantly expanded customer base. Due to the large customer base, the firms have the ability to expand at relatively minimal expense. Hoffman et al (2004).
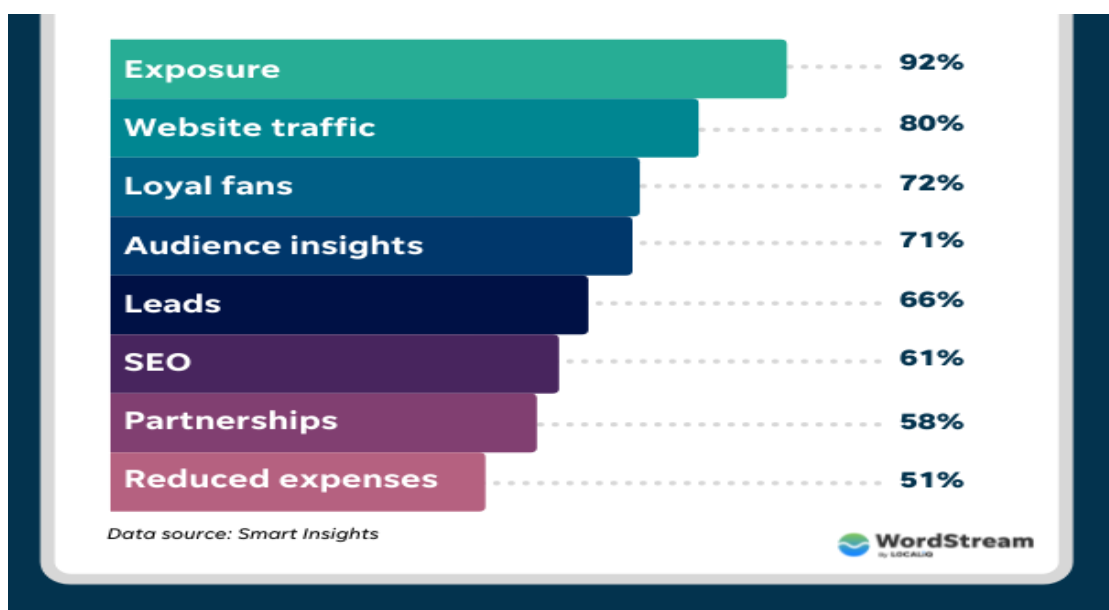
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In other words, the elimination of middlemen as a result of the rise of e-commerce has the potential to bring about a reduction in the costs associated with distribution. E-commerce has the potential to bring about a reduction in transaction costs due to the fact that conducting business online incurs extremely little expenditures. (Kiggundu, 2002).

Integration of both internal and external processes might bring to a reduction in the cost of transactions. The adoption of more collaborative working relationships between global corporations and their most important suppliers in the course of product creation has resulted in the necessity for critical business processes to involve the sharing of information across functional lines about a diverse set of topics. (MClvor, Humpreys & McAleer, 2000). This indicates that businesses may use e-commerce to grow their distribution channels at a lesser cost by utilizing the internet. According to MClvor et al. (2000), this may be accomplished by cutting down on the number of clerical operations and the amount of paper handling.

E-commerce may also hasten the ordering of products and services, as well as their delivery and payment, while simultaneously lowering the expenses of operation and inventory.

Further, Schaeffer (2003) contends that the amount of time spent by consumers and sellers searching for information and doing business transactions is drastically cut down by the use of e-commerce. The significance of the fact that e-commerce is unconstrained by both space and time cannot be overstated. The fact that less time is wasted translates into a reduction in expenses. On the other hand, geographical and regulatory limits continue to pose considerable challenges to the distribution of products and services in the real world. In spite of the existence of such restrictions, the consumer has access to a greater selection of difficult-to-locate items because to the combination of customized product offerings and unrestricted market access.

In addition to this broader assortment of things, clients have the ability to do product evaluations online before committing to a purchase. (Karavdic, 2002).

In spite of the fact that the internet creates new prospects for strategic success, Lumpkin, Drogee, and Dess (2002) contend that disregarding business basics and basic financial requirements will result in losses for a company. According to this line of reasoning, the reason why many e-commerce businesses have been unable to turn a profit is because of the high expenses associated with mass marketing, the intense price rivalry, and the decreasing costs associated with searching and switching for customers. De Figueiredo(2000) places a strong emphasis on this line of reasoning, arguing that greater consumer power and decreased entry barriers as a result of the internet may significantly reduce a company's profitability.

5. How the Internet affects E-commerce

According to Zwass (1998), the widespread use of the internet for online business transactions is an undeniable fact. According to Schaeffer (1999), this popularity may be traced back to the fact that the internet provides a medium via which buyers and sellers can execute transactions quickly, discreetly, and at low cost while also eliminating geographical and temporal obstacles.
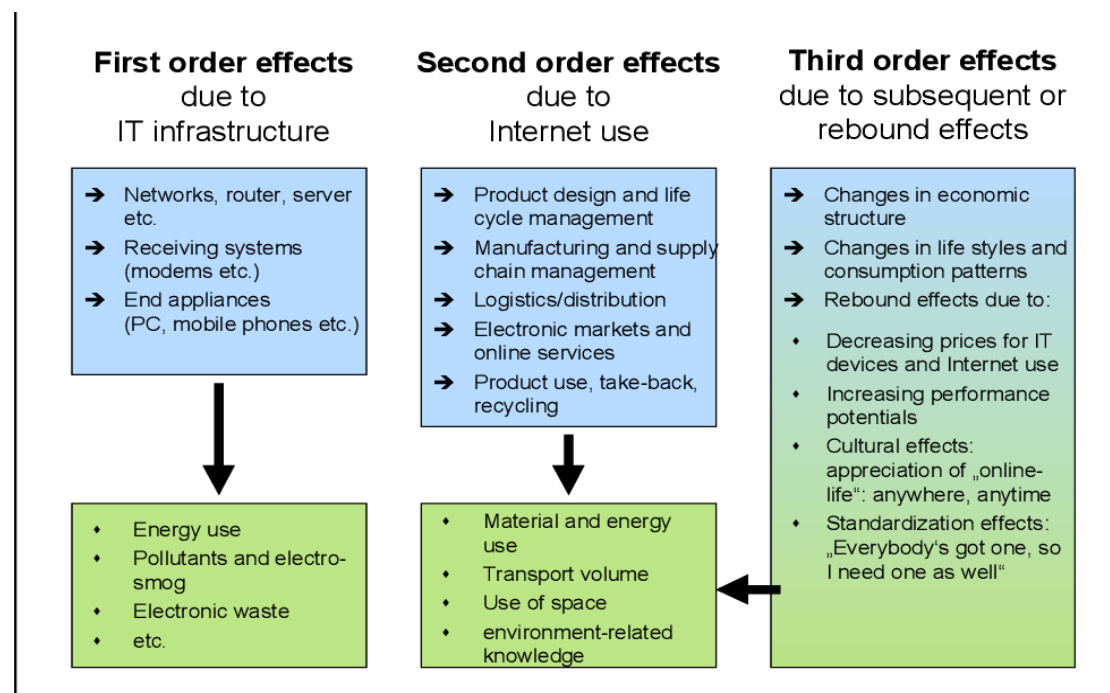
He claims that this opens up a route for the elimination of several layers of intermediaries by bringing together enterprises, their consumers, and their suppliers in a manner that is both direct and economical. (Schaeffer, 1999). Because of this, it is anticipated that e-commerce would both broaden markets and reduce the expenses associated with conducting business.

a. **Positive Effects on a Business**

According to Shingh (2003), a company's market reach may be significantly increased by utilizing the internet. Jensen (1999) believes and agrees that a small business may utilize the internet to reach markets far outside its conventional proximity while also obtaining access to markets that extend beyond its present client base. Jensen (1999) further contends that small firms can also have higher visibility versus giant organizations and, as a result, an opportunity to level the playing field to some extent. This is in light of the fact that small companies have an edge over large companies.

Schaeffer (2003) contributes to the ongoing discussion by arguing that over the internet, each organization is reduced to the standard size of the browser window used by the client. Although it would not have been very expensive to establish a first online presence, the costs of continuing upkeep are extremely low. (Schaeffer, 2003).

According to Jensen (1999), the internet offers cost advantages for businesses by allowing them to update material, upload features, and just maintain a site that is perpetually updated at a lower cost than traditional methods.

inadequate cost and time lag. These characteristics, as described by Jensen (1999), work together to provide a higher level of presence inside the existing target market while simultaneously obtaining a larger portion of the consumers' mind share.

In addition, Schaeffer (2003) acknowledges that one of the most significant advantages of conducting business online is the medium's capacity to facilitate the development of relationships with business partners and customers. According to Straub (2001), the internet has a capacity to boost responsiveness that cannot be equaled by any other medium.

Examples of this responsiveness are readily apparent in businesses like Dell, UPS, and FedEx, which now make it possible for business partners and customers to verify different aspects of their transactions straight online by going onto the respective websites of those organizations. (Straub, 2001). This interconnection comes at a reduced cost and on demand, giving a more efficient approach to responding to the requirements and preferences of the consumer.
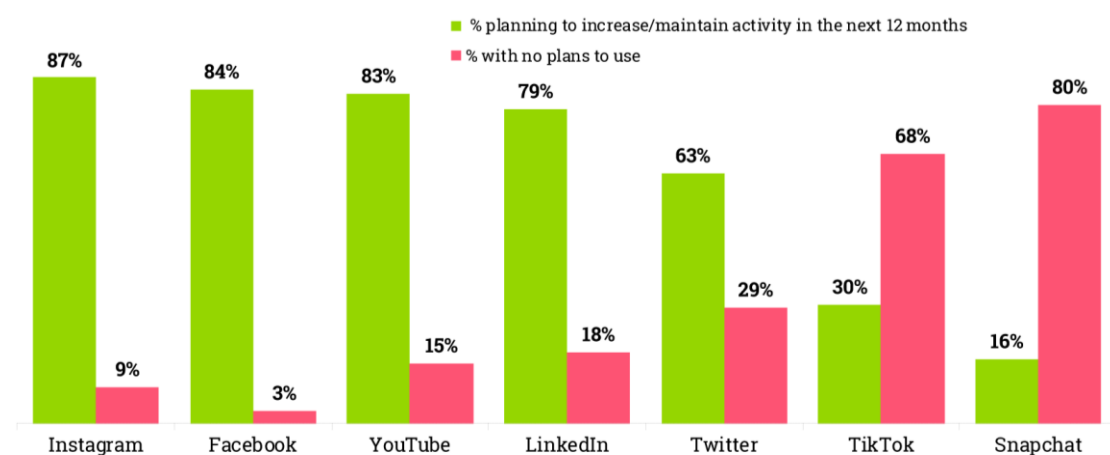
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Straub (2001) concurs with Schaeffer (2003) in their assertion that the internet offers the benefits of shared knowledge for a fraction of the cost, which can be enjoyed by companies of all sizes, regardless of how large or small they are. According to Straub (2001), having access to data in real time increases efficiency, which in turn boosts production and profitability. Schaeffer (2003) also argues that the kind and substance of information that may be communicated have expanded in terms of both their extent and their scope of sharing. According to him, the multi-media character of the internet and its real-time capabilities are promoting an environment that is favorable to the development of relationships.

By putting a variety of services online, businesses have been able to gain huge cost reductions thanks to the development and widespread acceptance of the internet. The spectrum of business areas that would benefit from this will be quite broad, including but not limited to customer service centers, online monitoring of deliveries, online brokerages, and the list could go on and on. According to Berryman, Harrington, Rodin, and Renolle (1998), the capacity to digitize offerings and supply items or services on demand has led businesses to fulfill two aims that were previously thought to be mutually exclusive: improved service while simultaneously lowering the cost of product, support, and service. The facts shown above strongly show that one may also use the internet to achieve a competitive edge through links with suppliers, which will result in cost reductions.

b. **Negative Effects to a Business**

Although e-commerce has a lot of promise, there are still a lot of obstacles standing in the way of it becoming a standard tool for businesses. According to Schaeffer (2003), the transmission of information through e-commerce is restricted to that which can be understood by only two of the five senses, namely sight and hearing. Because of this, it is impossible to express things like taste, smell, or feeling via the internet.
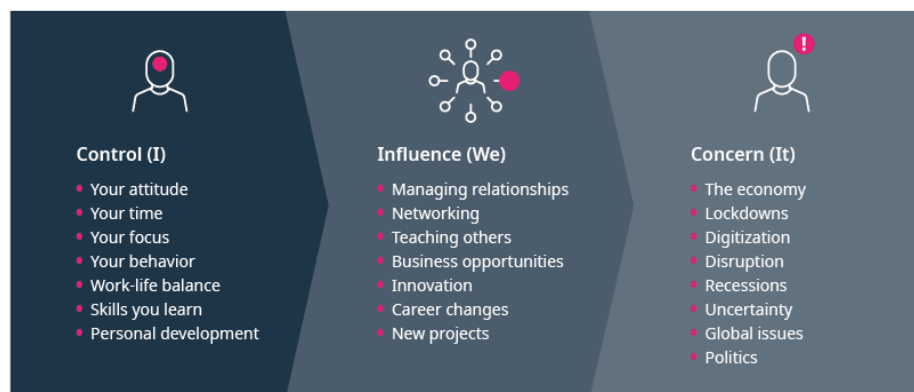
According to Wigand et al. (2004), there is a possibility that business earnings will decrease as the level of competition rises. In accord, Straub (2001) notes that e-commerce tends to minimize entry barriers since there are very few and often no setup expenses necessary to set up an internet-based firm.

This is a key reason why e-commerce has become so popular. According to Straub (2001), businesses that participate in e-commerce end up losing their negotiating power.

This, in turn, tends to weaken the businesses' capacity to promote their products, which in turn leads to a decrease in earnings.

According to the UNCTAD Report from 2002, the problem of ensuring customer safety is one of the most significant obstacles that must be overcome by businesses that conduct transactions online.

The issue at hand is often how to solve the problem of security without compromising the advantages and simplicity of use offered by the internet, as well as the open character of the network itself. According to the UNCTAD Report (2002), there are several opportunities for fraud over the internet, and these opportunities exist for both customers and sellers. The issue of prices, particularly with respect to network access, may also be a problem for internet-based businesses, and this may be a particularly difficult obstacle to overcome. Access to the network may become monopolized by network access providers, which might result in price increases for premium access. (UNCTAD Report, 2002).

6. What is social media?

Social media refers to digital platforms and technologies that allow people and organizations to connect, communicate, and share content (Chaffey & Ellis-Chadwick, 2019). Social media platforms include, among others, Facebook, Twitter, Instagram, LinkedIn, and TikTok.

Social media can play a significant role in generating consumer engagement, creating brand awareness, and increasing sales in the context of e-commerce.

Utilizing the strength of social media to create innovative approaches to online retail is what is meant by innovating E-commerce with social media. This can take many forms, including the incorporation of social media into e-commerce platforms, the use of social media influencers to promote products and services, and the development of social media marketing campaigns to increase website traffic and sales(Godes & Mayzlin, 2009).

One of the primary advantages of using social media in e-commerce is the ability to swiftly and efficiently reach a large and diverse audience. Social media platforms enable businesses to target specific demographics and interests, enabling them to tailor their marketing efforts to the preferences and requirements of their target consumers. In addition, social media provides a valuable platform for customer engagement, allowing businesses to interact with consumers in real-time and develop relationships that can result in increased customer loyalty and repeat business.

Overall, social media plays a pivotal role in the evolution and expansion of e-commerce, creating new opportunities for innovation and expansion in the digital retail space. Businesses can position themselves for success in the swiftly evolving world of online retail by leveraging the power of social media to create unique and engaging customer experiences that drive sales and increase brand awareness.

7. The Effectiveness of social media in Modern Business

According to Mirzaei1, Jaryani, Aghaei, Salehi, and Saeidinia Management and Science University in Kuala Lumpur, Malaysia are of the opinion that the establishment of a worldwide marketplace that is only a mouse click away is one of the most important happenings across sectors today as a result of the internet. Since the introduction of the internet, the number of businesses that make use of e-services has continued to grow. (Masoomeh, Shahbazi & Moghadam, 2011).

At this point in time, the vast majority of people have access to the internet, and some of them even utilize it to do business. This is a positive development. The Internet as a worldwide media is gradually gaining attention and attractiveness as the most innovative marketing tool due to its ability to reach a large number of people at once. The notion of what constitutes a worldwide communication and purchasing experience has been thoroughly rethought, particularly in light of the fact that the internet provides the ideal platform for e-commerce websites. (Salehi, 2012).

The ways in which individuals communicate with one another and the ways in which people from different nations conduct business with one another have both evolved. Customers are able to locate what they want without squandering either their time or their money by just using an online search engine and making a single click. (Salehi, 2012).

The combination of emerging countries and technological advancement has resulted in the creation of a great number of novel ideas and tools. Among these concerns, the importance of computers, the internet, and e-commerce cannot be overstated.

Researchers will benefit tremendously from examining and exploring the primary aspects, which will help them better assess the market, organization structures, and success's approaches. This will help boost the pace of trade, among many other factors. (Manafi & Aghaei, 2011).

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In recent years, a lot of organizations have grown by increasing the number of electronic media that they use in their advertising efforts. This has provided the ability for electronic marketing to expand in a way that is both highly amazing and quite active. They go on to state that there is a new sort of marketing known as electronic marketing that marketers utilize to take advantage of new aspects such as electronic media, digital technology, and the internet in order to achieve their corporate goals. Email marketing is a type of direct marketing that makes use of electronic methods to communicate commercial messages to an audience (Salehi, 2012). Although it is one of the oldest and still one of the most potent of all E-marketing strategies, email marketing is one of the most popular forms of direct marketing today.

People are able to perform both of these things through the use of email marketing, and a good email marketing campaign may assist people:

- Increasing the amount of "Sales Conversion"
- Promote the sale of complementary or ancillary products and services, introduce any new products or services while providing consumers with up-to-date information via email; Solicit and Consider Valuable Opinions from Visitors; Adapt to the Demands of the Market; and Improve Business Performance Through the Use of Email as a Feedback Tool
- Generate offline sales by luring customers from the online; if we run a normal offline firm, we may utilize email marketing to generate more foot traffic in the store.

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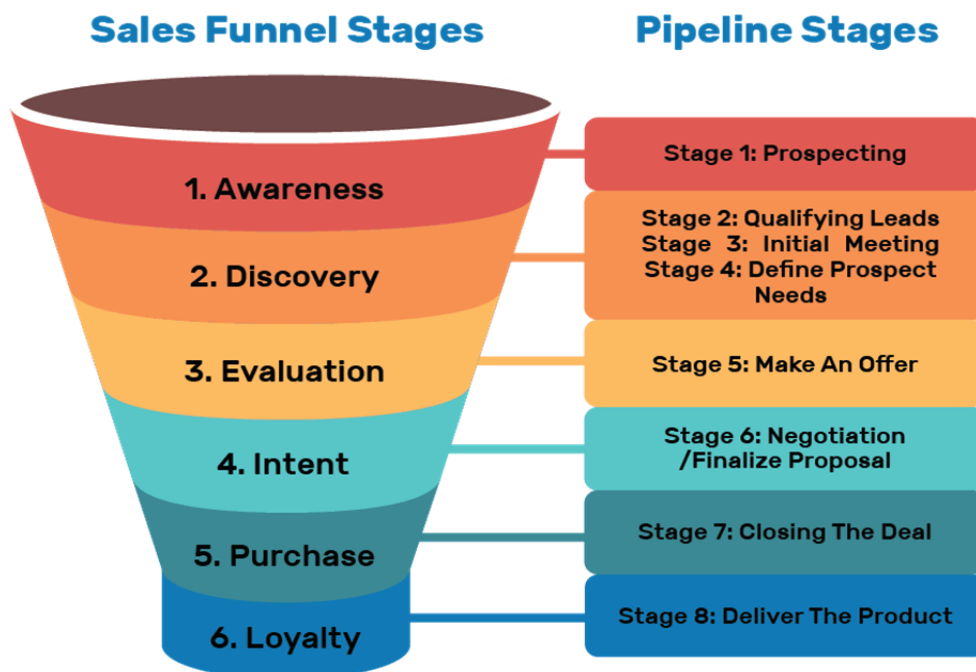
a. **Customer Relationship Management**

A well-managed consumer relationship is required because e-commerce is a transaction channel like traditional commerce. According to Ma et al. (2009), customer relationship management is a crucial component of e-commerce.

E-commerce businesses must identify their target customer segments and implement an appropriate customer relationship management strategy in order to acquire and retain customers. (Cao & Ye, 2007).

Singh et al. (2008) also asserted that the customer plays a prominent role in the relationship between the customer and the company, and that the customer is becoming increasingly involved in the relationship-building process.

According to Lang et al. (2002), customer relationship management (CRM) is a business philosophy that encompasses many independent organizational components. To improve customer acquisition and satisfaction, it is necessary to develop a customer-centric business model that integrates Sales, Marketing, and Services with all relevant departments. According to Richards and Jones (2008), customer relationship management is the administration of mutually beneficial relationships from the perspective of the merchant. According to Rigby et al. (2002), CRM integrates customer strategies into business processes, thereby increasing customer loyalty.

There are numerous terms for consumer relationship management, and CRM has taken on distinct meanings for various organizations. Nonetheless, they can be categorized into two main groups: customer relationship management strategy and customer relationship management software. From a strategic perspective, CRM is a customer-centric business strategy that seeks to attract new customers and retain existing ones. (Wang & Feng, 2010). Also, Hurwitz Group argued that customer relationship management contributes to enhancing customer-related business processes such as sales, marketing, and customer service. (Wang & Feng, 2010).

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ERP vs CRM
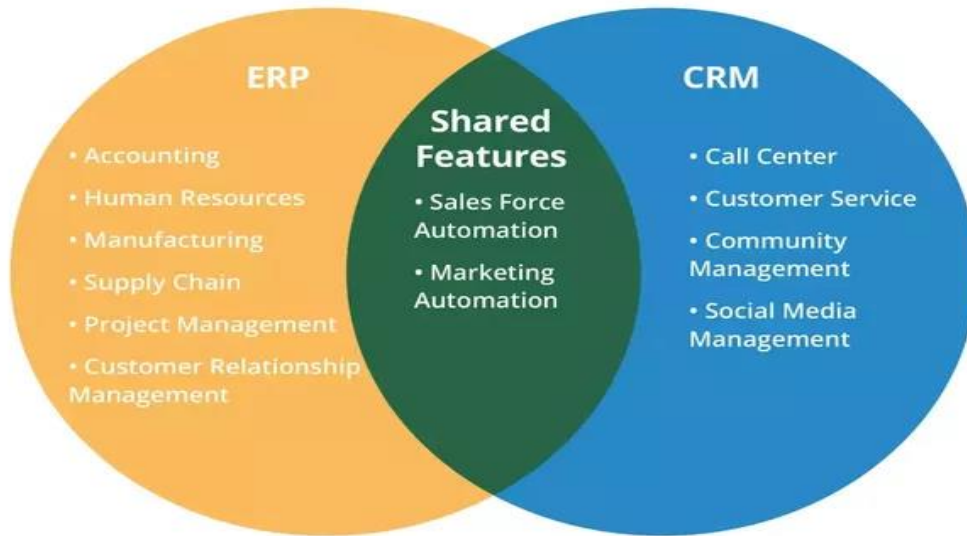
From a software perspective, CRM is a system that uses information and communication technologies (ICT) to help a company manage its customers. CRM is a tool that companies use to manage customer relationships, customer needs, customer access information, and the products purchased. (Customer Relationship Management, 2006).

8. What is Strategy?

"Strategy is the path to achieving specific goals and describes how those goals will be attained" (McDonald, 2007, p. 298.) According to Porter (1987), a company has two levels of strategy: organizational and business unit. The latter aims to create a competitive advantage, whereas the former defines the business (es) in which the organization should compete and how the business units should be administered as a whole.

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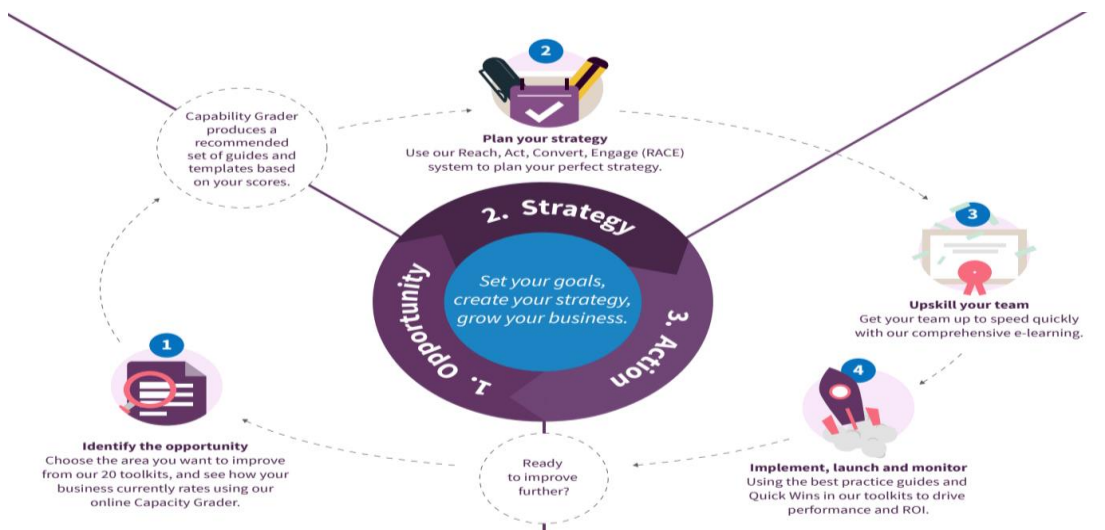
According to Porter's (1980) competitive strategy theory, firms can follow either a cost leadership strategy (low prices, standard products) or a differentiated strategy.

(added value, higher price) In a further article titled 'What Is Strategy? and referred to as "seminal" by a number of authors, the author asks: (Prasad, 2010; Rukstad, 2008). Porter (1996) presented a variety of concepts that serve as a benchmark for the comprehension of competitive strategy. According to Porter, "strategy is the creation of a unique and valuable position," which is achieved through a series of activities that are distinct from those of the competition (Porter, 1996, p. 68). When competing, strategy also involves making trade-offs and "creating fit among a company's activities." (p.75). Strategic compatibility yields a competitive advantage.

a. What is Marketing Strategy?

There are many definitions of marketing strategy, indicating a lack of scholarly consensus. According to Dibbs et al. (2006), it is the selection of which marketing opportunities to pursue, the analysis of target markets, and the creation and maintenance of an appropriate marketing mix that will satisfy target market consumers. (p.20).
Although this definition correlates with the marketing concept, it appears to place a tactical emphasis on marketing strategy, according to the author. "Ancient" hierarchy structure "New" organizational structure Chakravarthy and Henderson are the sources (2007, p. 650). That of Webster (1997) is comparable but also considers the environment: Marketing (strategy) endeavors to develop effective market responses to fluctuating conditions.

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Environments by defining and developing product offerings for specific market segments (Webster, 1997; Hooley et al., 2008, p. 8).

However, neither of the preceding definitions mentions value, indicating that something is missing, given that the fundamental concept of marketing is to create value (Sheth & Uslay, 2007; Doyle, 2008), a theme that runs throughout this study. A value-based marketing strategy is defined by Doyle (2008) as "a coherent set of decisions about the firm's approach to the market that aims to maximize shareholder value." (p. 189). According to him, "businesses that do not provide customers with value are losing market share at an accelerating rate." (p. 12). Cravens and Piercy (2009) emphasize customer value rather than shareholder value: Marketing strategy aims to provide superior customer value by coordinating the business's customer-influencing strategies into a set of market-driven actions. (p. 13).
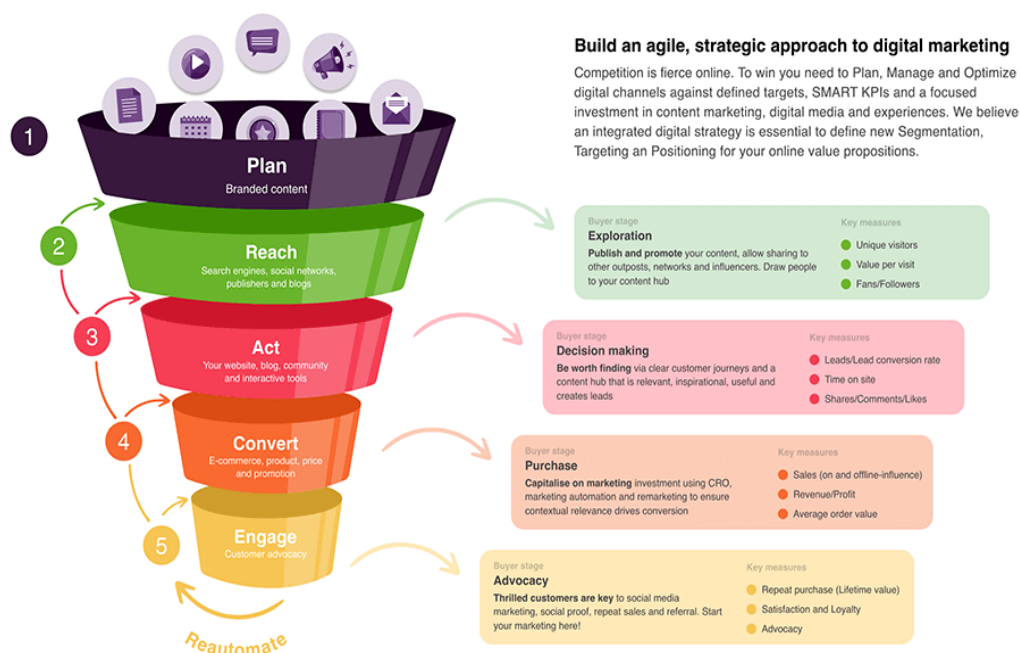
In actuality, value is now co-created by the consumer and the manufacturer. (Prahalad & Ramaswamy, 2004; Payne et al., 2008). However, according to Day et al. (1990) and Sudharshan (1995), the primary objective of marketing strategy is to generate a competitive advantage for the organization. (Varadarajan & Jayachandran, 1999). It is evident from these definitions that for some academics, marketing strategy is a practical process that ensures the right products are served to the right markets, whereas others place it on a higher strategic plane and consider it to be about achieving value and even having a specific role in providing a competitive advantage.

Problem Statement

The growth of e-commerce has transformed how businesses sell products and services online, and social media has emerged as an integral part of the e-commerce ecosystem. Social media platforms such as Facebook, Instagram, and Twitter provide businesses with a potent instrument for enhancing brand recognition, fostering consumer loyalty, and boosting sales. Despite the potential benefits of social media for e-commerce, however, many businesses struggle to integrate social media into their e-commerce strategies.
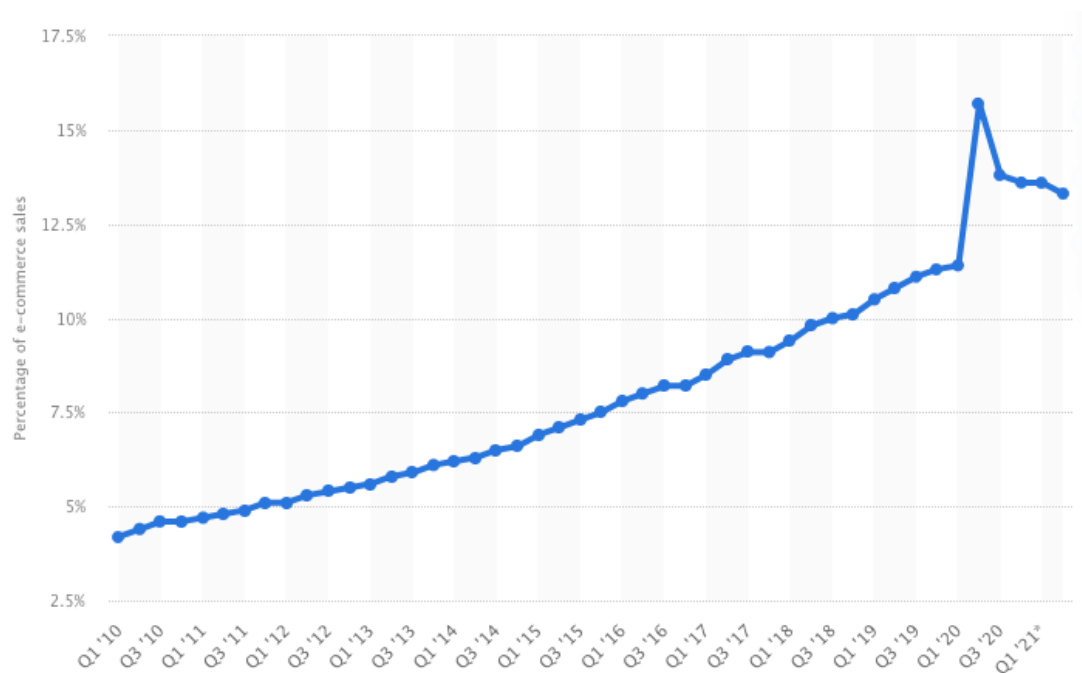
The complexity of social media platforms is one of the primary obstacles that businesses confront when integrating social media into e-commerce. The social media landscape is ever-changing, with new platforms, features, and trends arising frequently.

Keeping up with the most recent trends and best practices in social media can be a daunting task, particularly for businesses that lack the resources and knowledge to dedicate to social media.

When it comes to social media e-commerce, competition is an additional obstacle for businesses. With so many businesses competing for consumers' attention on social media, it can be challenging to distinguish out and attract potential customers. In addition, consumers are becoming increasingly astute when it comes to social media and are quick to reject businesses that fail to engage with them in a meaningful manner.

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In addition to these obstacles, social media e-commerce may also present legal and ethical issues for businesses. For instance, businesses must ensure compliance with privacy laws and regulations when collecting consumer information via social media. In addition, businesses must be transparent and genuine in their social media marketing campaigns, as consumers are becoming increasingly sensitive to deceptive or misleading advertising.

Given these obstacles, this research paper seeks to answer the question of how businesses can integrate social media into their e-commerce strategies to increase sales, develop brand awareness, and foster customer loyalty. The paper will specifically examine the benefits of social media for e-commerce, the challenges associated with integrating social media into e-commerce, and the strategies businesses can use to successfully integrate social media into their e-commerce strategy.

This research paper seeks to provide businesses with a deeper understanding of the challenges and opportunities associated with social media e-commerce by addressing this issue. This paper aims to provide businesses with the insights and tools they need to effectively leverage social media to drive sales and enhance their overall e-commerce strategy by examining the most recent trends and best practices and providing real-world examples of businesses that have successfully integrated social media into their e-commerce strategies.

This research paper seeks to address, in summary, how businesses can surmount the challenges associated with integrating social media into their e-commerce strategies. This paper aims to contribute to the growing body of knowledge on the intersection of e-commerce and social media, and to provide businesses with the tools they need to succeed in the digital age.

1. Overview of social media ecommerce

Social media e-commerce is a relatively new trend that has emerged over the past few years, as e-commerce companies have explored new ways to leverage social media platforms to connect with consumers and drive sales. Social media e-commerce is the utilization of social media platforms to promote products, interact with consumers, and facilitate online purchases.

This innovative strategy has presented e-commerce companies with a variety of opportunities and challenges, necessitating innovative solutions to surmount them.

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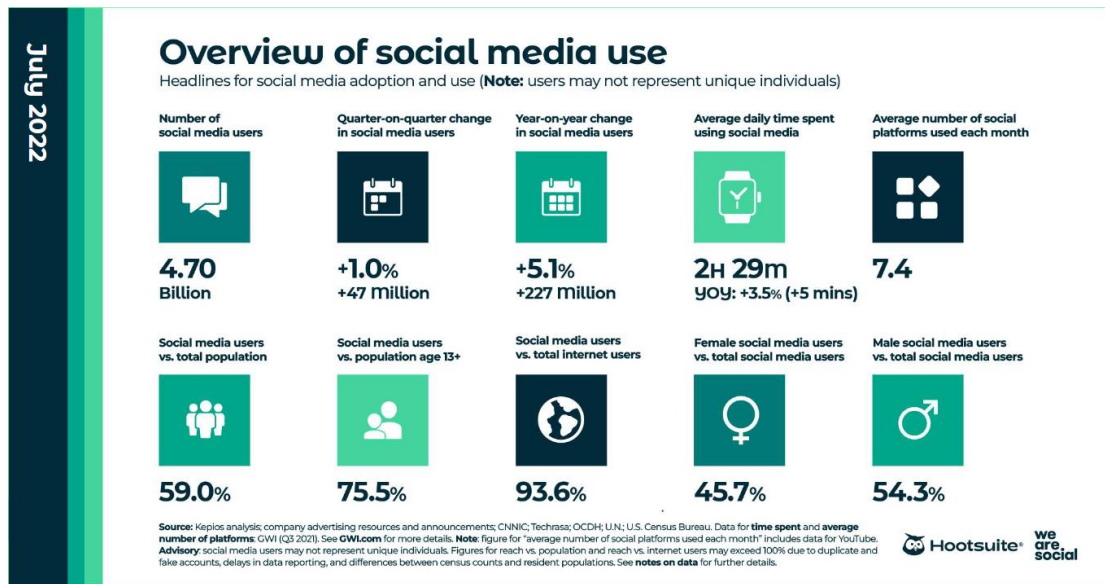
In this section, we will provide an overview of social media e-commerce, including its definition as well as its main concepts and trends. We will investigate how social media e-commerce differs from traditional e-commerce, as well as how it has evolved over time. Finally, we will examine the prospective benefits and drawbacks of social media e-commerce for both businesses and consumers.

2. Opportunities to improve social media e-commerce

While social media e-commerce presents a range of challenges, it also offers a number of opportunities for businesses seeking to enhance the online shopping experience for their customers. In this section, we will examine some of the most important ways social media can be used to improve the e-commerce experience, such as:

Personalization: social media provides an abundance of data that businesses can use to customize the shopping experience for each individual consumer. By analyzing customer data, businesses can gain insights into consumer preferences and behavior, enabling them to provide individualized recommendations and promotions.

Social media can be a powerful instrument for establishing credibility and trust with customers. By displaying customer reviews and testimonials, businesses can demonstrate the quality and dependability of their products and services, thereby encouraging additional consumers to make purchases.

Social media provides a convenient and accessible channel for customers to communicate with businesses, whether to ask inquiries, report issues, or provide feedback. By providing responsive and helpful customer service on social media, businesses can develop stronger relationships with customers and increase overall satisfaction.

User-generated content: Social media platforms are optimal for user-generated content, such as photos and videos of products in use. By encouraging customers to share their

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product experiences, businesses can leverage user-generated content to create authentic, engaging content that resonates with potential customers.

One of the largest obstacles to e-commerce success is cart abandonment, which occurs when consumers add items to their shopping carts but do not complete the checkout process. By streamlining the purchasing process and reducing the number of steps necessary to complete a purchase, businesses can reduce shopping cart abandonment rates and increase overall conversion rates.

3. Challenges associated with social media e-commerce
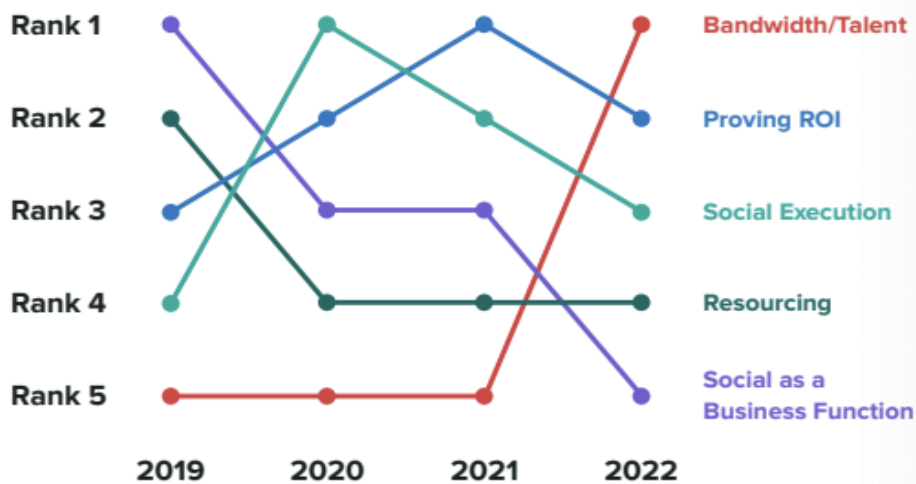
Social media e-commerce presents a variety of opportunities, it also poses a number of obstacles for businesses seeking to integrate social media into their e-commerce strategies. In this section, we will examine some of the most significant obstacles associated with social media e-commerce, such as:

With so many products and services available online, it can be challenging for consumers to determine which businesses are trustworthy and which are not. Social media can be a potent tool for establishing credibility and trust, but it can also be a double-edged sword if businesses fail to deliver on their promises.

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Privacy and security [: With so much personal data being shared on social media, there is a danger that this data will be compromised or mishandled. Businesses must take measures to protect the privacy and security of their customers' data and communicate their data policies clearly and openly.

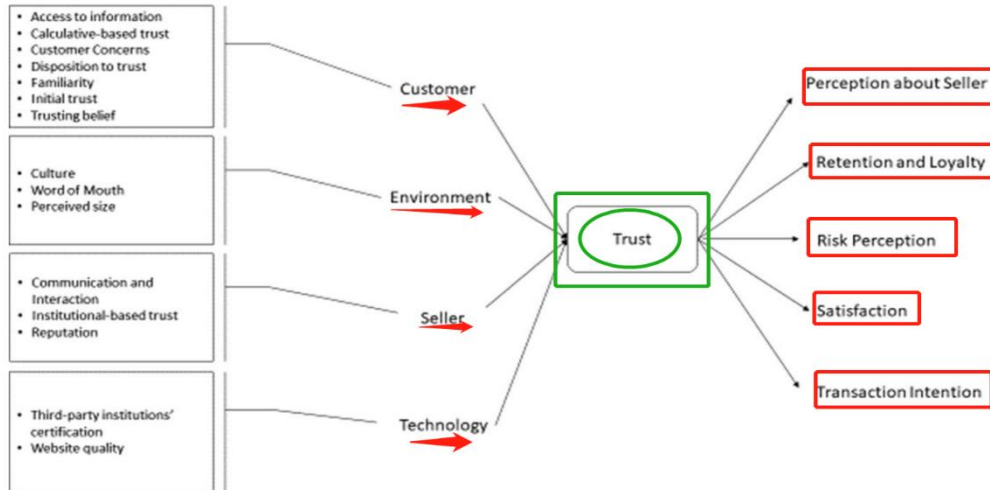**Fig. 4** A detailed model of antecedents and consequences of trust in e-commerce

While social media can be an effective tool for driving traffic to e-commerce websites, the checkout process can be a significant barrier to concluding a transaction. Businesses must ensure that their purchasing process is streamlined and simple to use, reducing the number of steps necessary to complete a purchase.

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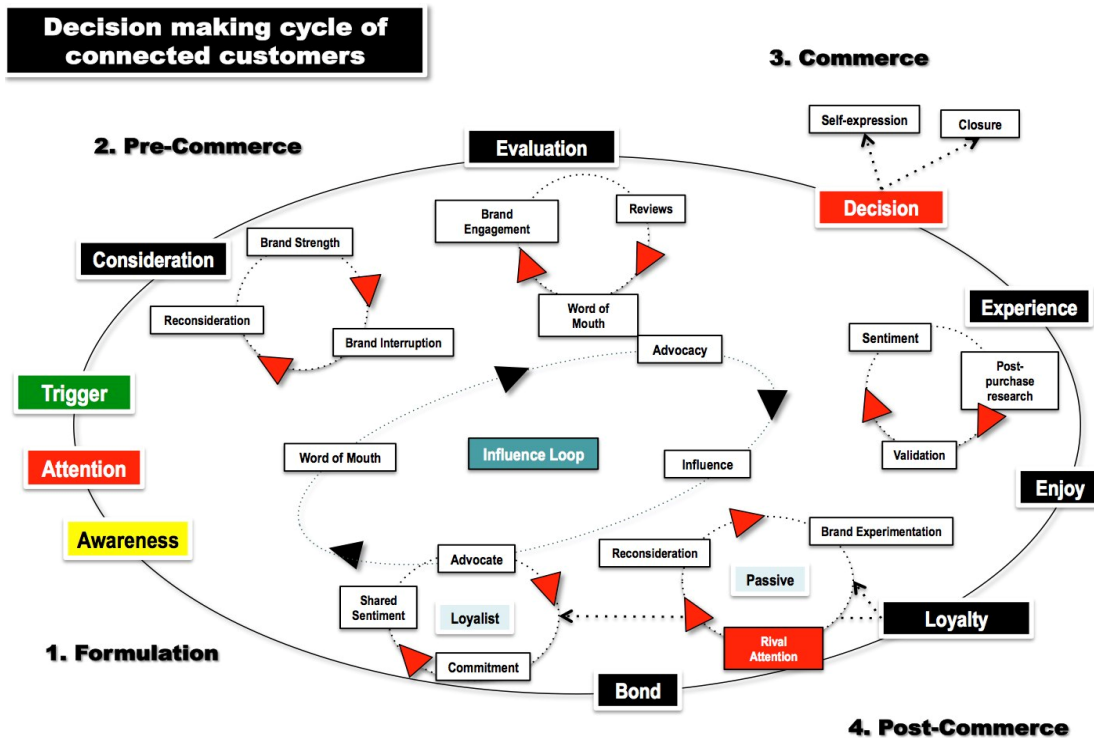
Problem-solving techniques

In order to overcome the challenges that arise from social media e-commerce, businesses must employ innovative solutions tailored to their specific obstacles. In this section, we will examine potential solutions for overcoming the obstacles of social media e-commerce, such as:

To be able to build trust with customers, businesses must be transparent and genuine in their social media interactions. They should be transparent about their policies and procedures and always fulfil their commitments.

Protecting privacy and security Businesses must take measures to safeguard the privacy and security of their customers' data, such as implementing secure payment systems and robust data protection measures.

To reduce shopping cart abandonment, businesses should streamline the checkout process by reducing the number of steps required to finalize a purchase.
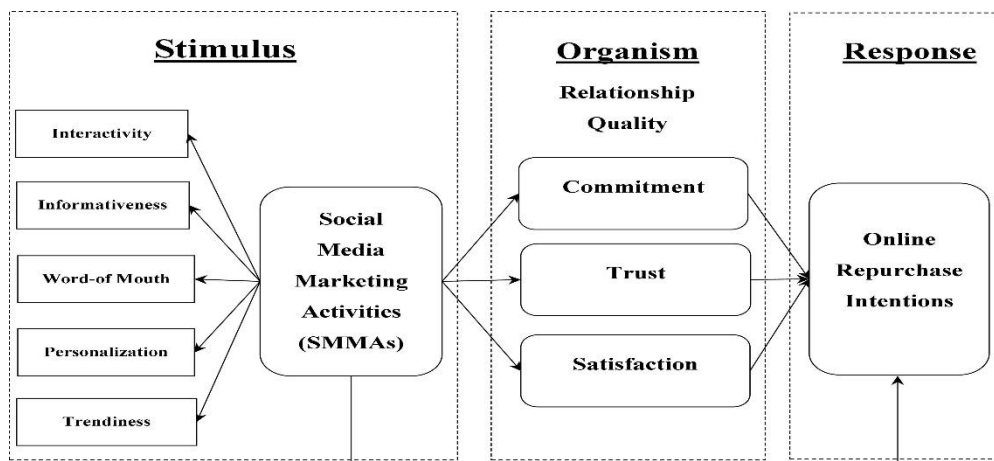
Leveraging automation and AI: Automation and AI technologies can help businesses streamline their e-commerce operations, providing consumers with a more efficient and effective experience. By investing in social media analytics tools, businesses can obtain valuable insights into customer behavior and preferences, enabling them to tailor e-commerce strategies to better meet customer needs.

Objectives

Our main goal of this research is to examine the ways in which businesses can effectively innovate e-commerce with social media. Specifically, the research aims to:

1. Identify the challenges that businesses face when it comes to integrating social media into their e-commerce strategy, and explore ways to overcome these challenges.

2. Examine the benefits of social media for e-commerce, including increased brand awareness, customer engagement, and sales.

3. Explore the latest trends and best practices in social media e-commerce, and provide businesses with actionable insights and strategies that they can use to effectively leverage social media for their e-commerce efforts.

4. Provide real-world examples of businesses that have successfully integrated social media into their e-commerce strategy, and examine the strategies and tactics that these businesses have used to drive sales, build brand awareness, and foster customer loyalty.

5. Analyze the legal and ethical issues associated with social media e-commerce, and provide businesses with guidance on how to comply with privacy laws and regulations, and how to be transparent and authentic in their social media marketing efforts.

The ultimate goal of this research is to provide businesses with the knowledge and tools they need to effectively leverage social media to drive sales, build brand awareness, and foster customer loyalty. By examining the latest trends and best practices in social media e-commerce, and by providing real-world examples and actionable insights, this research aims to help businesses overcome the challenges associated with integrating social media into their e-commerce strategy and to capitalize on the benefits of social media for e-commerce.
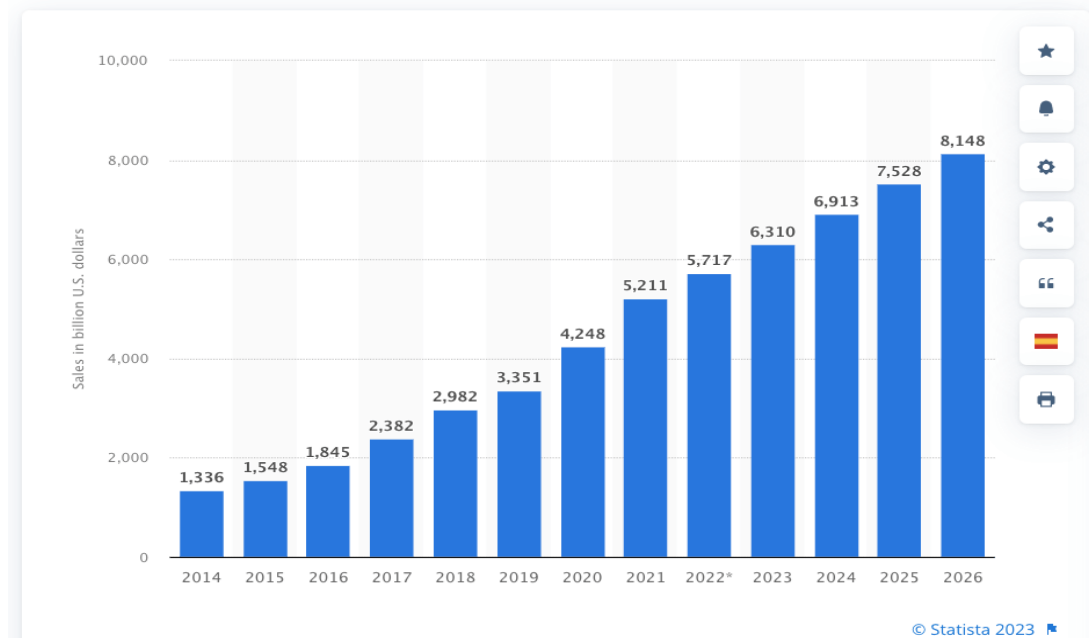
Overall, our goal for this research is to contribute to the growing body of knowledge on the intersection of e-commerce and social media, and to provide businesses with a roadmap for successfully innovating their e-commerce strategy with social media.

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By doing so, we hope to help businesses of all sizes and industries thrive in the ever-changing digital landscape, and to support the continued growth and evolution of e-commerce in the years to come.

Retail e-commerce sales worldwide from 2014 to 2026
(in billion U.S. dollars)

| Year	Sales (billion U.S. dollars)
2014	1,336
2015	1,548
2016	1,845
2017	2,382
2018	2,982
2019	3,351
2020	4,248
2021	5,211
2022*	5,717
2023	6,310
2024	6,913
2025	7,528
2026	8,148

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Opportunity

In the recent past, social media has revolutionized the way we interact with each other and has become an essential part of our lives. With the increasing use of social media, e-commerce has also undergone a significant transformation. Today, businesses are leveraging the power of social media to reach out to their customers, build brand awareness, and stimulate sales.

The integration of e-commerce and social media has opened up a plethora of opportunities for businesses to innovate and enhance their customer experience. Here are some ways in which social media is transforming e-commerce.

1. Higher brand recognition

Social media marketing helps increase brand recognition; this is largely due to the network effects. It also provides a quick way to gather fans, followers, and connections. Social media marketing also gives companies opportunities to create earned media, which is seen as the most reliable and transparent media by customers and translates to higher recall value and longevity of the brand.

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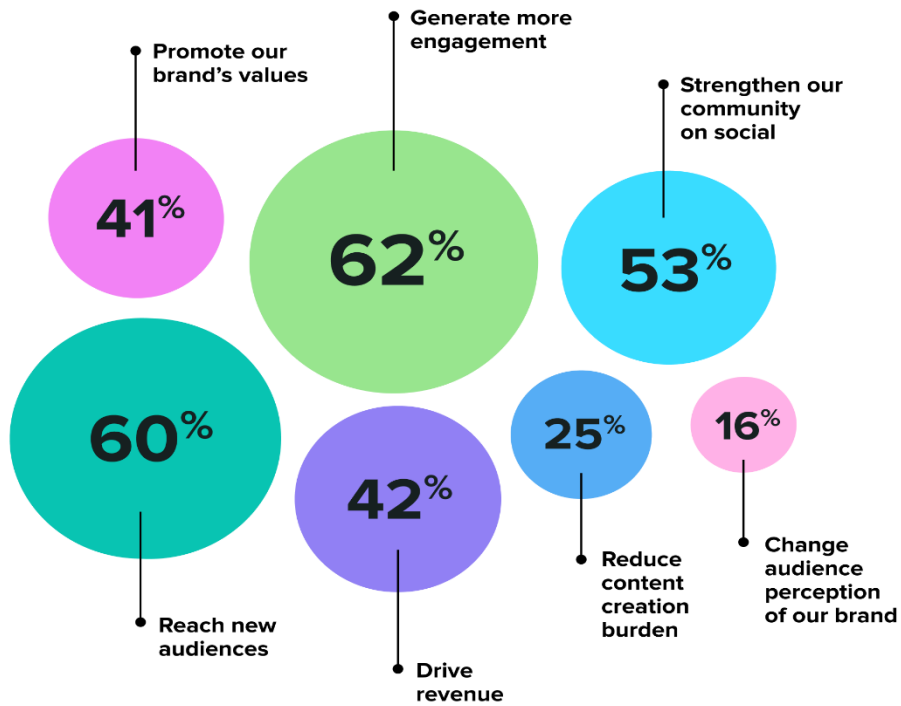
Earned media refer to brand recognition/ recall earned owing to quality content, as opposed to paid media that is publicity gained through paid advertising. These earned media interactions on any social media platform results in higher recognition and recall among both non-customers and customers. In other words, the more brand mentions (positive) your brand gets from individuals on these platforms, the more trusted and influential your brand will appear to any new user.

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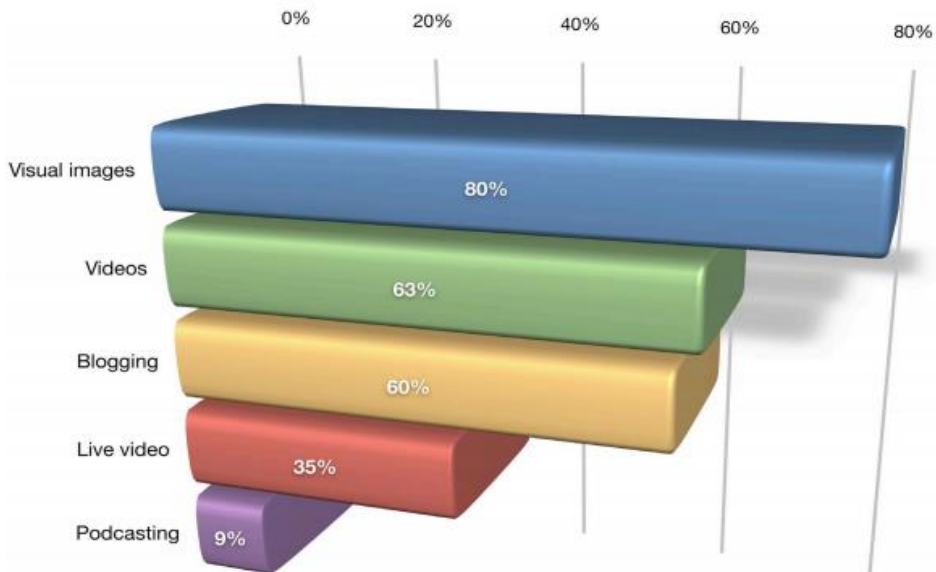
2. Improved Brand Loyalty

Which of these sectors do you show the most brand loyalty towards, if any?
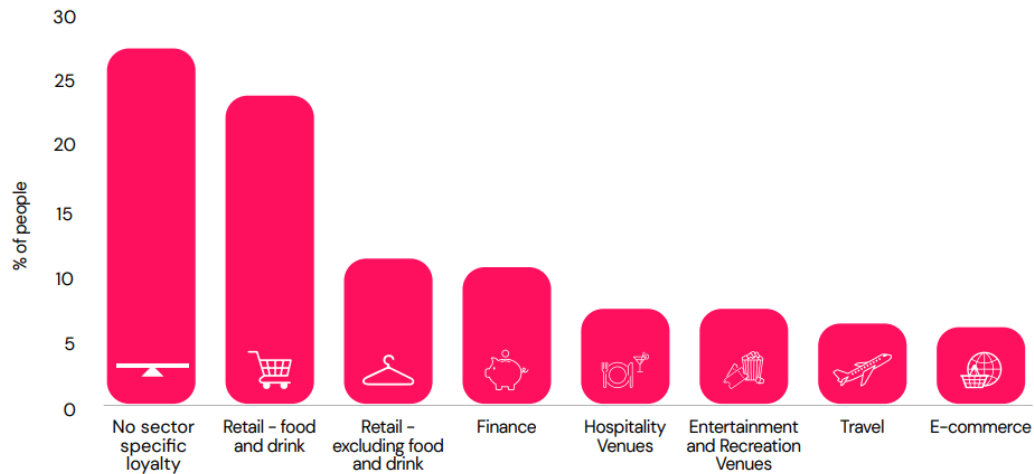
There has been much research that has proved that social media marketing leads to higher brand loyalty. A study conducted by Texas Tech University found that companies who effectively use Twitter to engage activ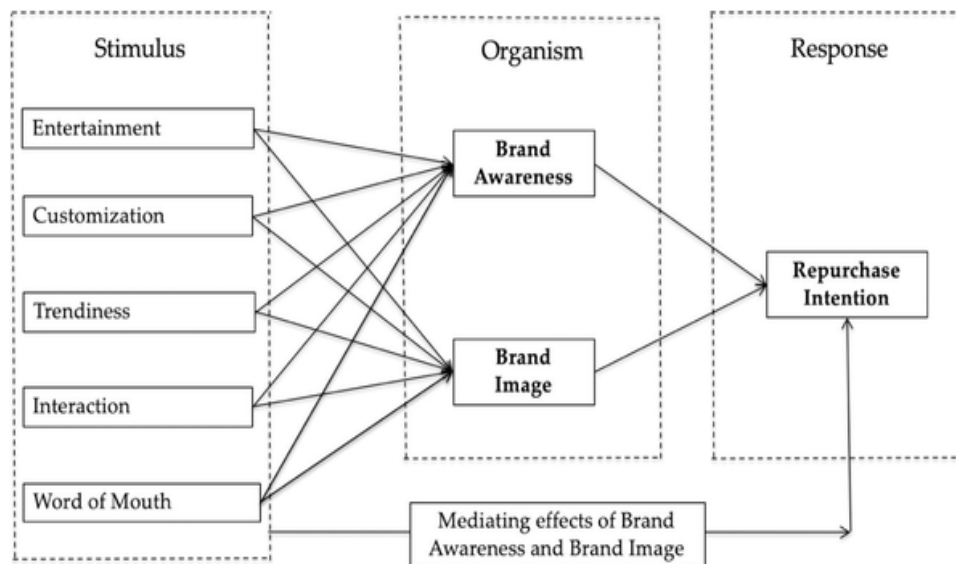ely in conversations with their followers were most likely to gain brand loyalty from these individuals compared with companies, which have passive presence on the platform. These researchers also suggest companies take advantage of the powerful tools that social media present them to connect with their audience.

Another study conducted by researchers in Turkey to understand the impact of social media marketing on brand loyalty concludes that advantageous campaigns (providing benefits, values, advantages to their consumers) on social media are the most important drivers of brand loyalty. The same research also indicates the popularity of the content among friends, and visibility of the brand on different social media platforms as other top reasons for their brand loyalty.

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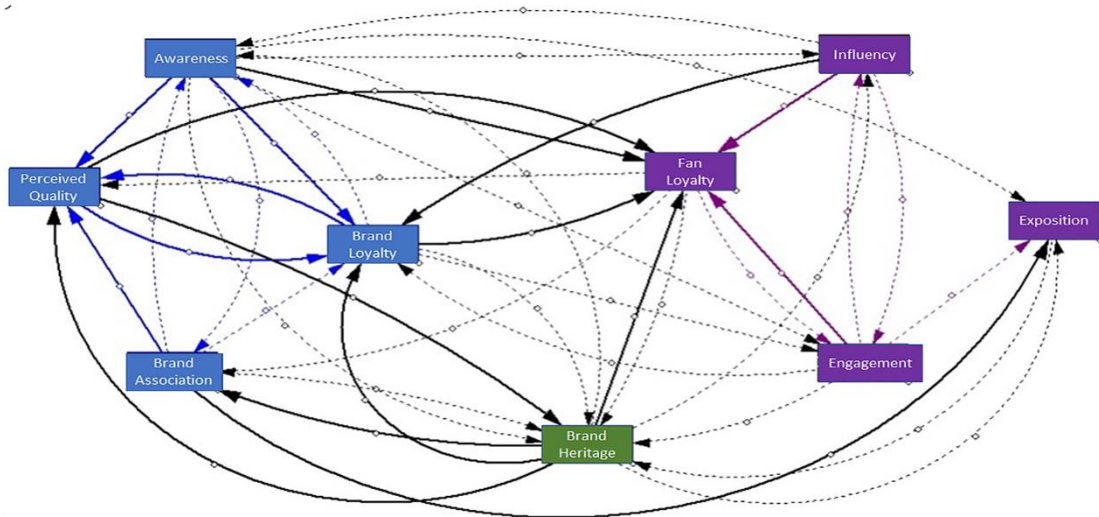
Therefore, it is important for companies to actively engage with their audience on these platforms and be useful and valuable to the customers to enjoy higher brand loyalty and stronger network effects.

3. Improved Inbound Traffic/Marketing

Inbound marketing as opposed to traditional outbound marketing, refers to marketing activities that bring customers to businesses, rather than businesses paying for prospects' attention. Inbound marketing earns the attention of customers and makes the company easy to be found by offering useful information and tools to the audience. The main tools for inbound marketing include content publishing, search engine optimization and social media.
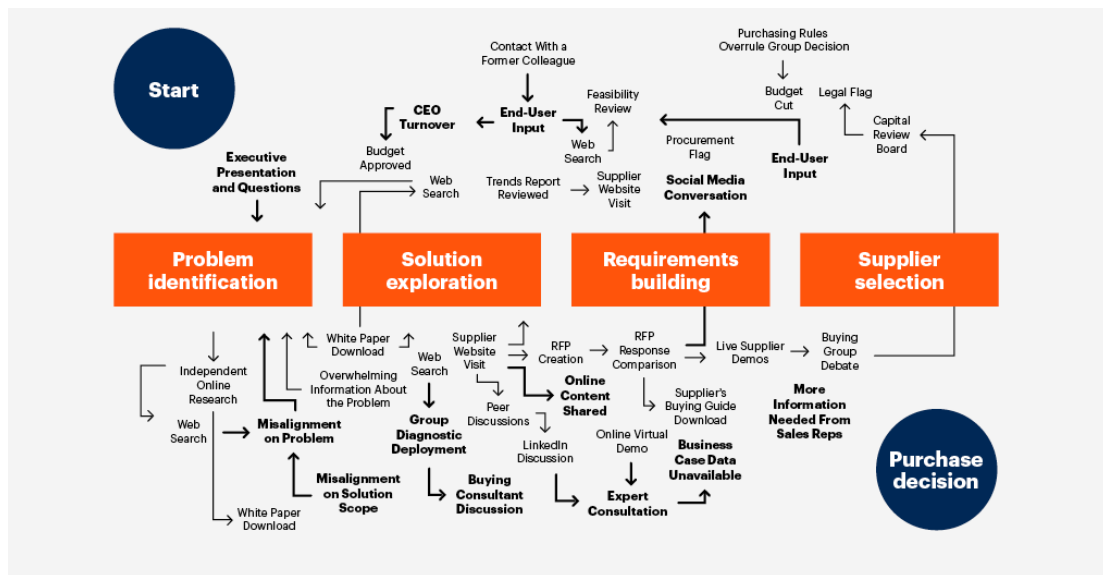
If your brand is passive or missing on social media, this will constrain the extent of usefulness of your brand to the netizens in turn limiting your inbound traffic. Eventually, resulting in lower brand reach to potential users/customers. High quality, sharable and engaging content on social media platforms can prove to be very effective to create inbound traffic and attract new customers.

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Platforms such as Facebook, Twitter, Blogs, YouTube, and LinkedIn can be leveraged to increase the appeal of a brand and thus lead to more inbound traffic.
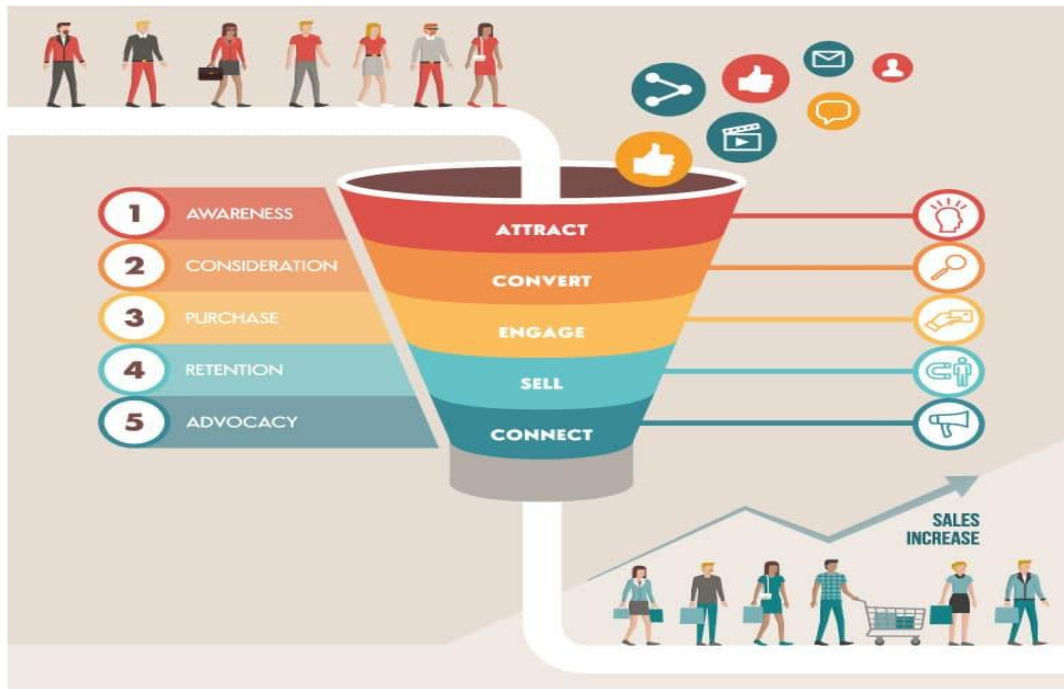
4. Reduced Marketing Costs

Social media marketing platforms give brands an opportunity to benefit from earned media. Unlike traditional marketing where it is almost always paid, earned media refer to word-of-mouth that, stimulated through viral and social media activities. These conversations are mainly user driven and result in inbound marketing.

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5. Better Customer Insights using Social Media Analytics

Social media platforms give companies a vast amount of information about their audiences' demographics, geographic, behavioral, and psychographic. For example: a company can easily gauge from its Facebook fan book page what kind of followers it's attracting whether they are young or old, global, or local. They can also learn about their competitive landscape by knowing what the other brands their fans are following and whether the customer sentiments for competitors are more positive than their brand.

Social media also helps in getting real time feedback helping companies identify what is working and what is not working for them. Companies are now using Social Media Analytics tools to get deeper customer insights. These tools promise to go beyond text analytics and use opinion mining, sentiment analysis, trend analysis, etc. Sentiment analysis is one of the most widely used methods today in the industry to understand the pulse of the customer.

6. Higher Leads to Sales Conversion

Every interaction with customers on a social media platform is an opportunity to prompt customers towards conversion. For instance: A video link shared on Facebook company page can lead to watching a video on YouTube and this in turn can result in a site visit and eventually a conversion.
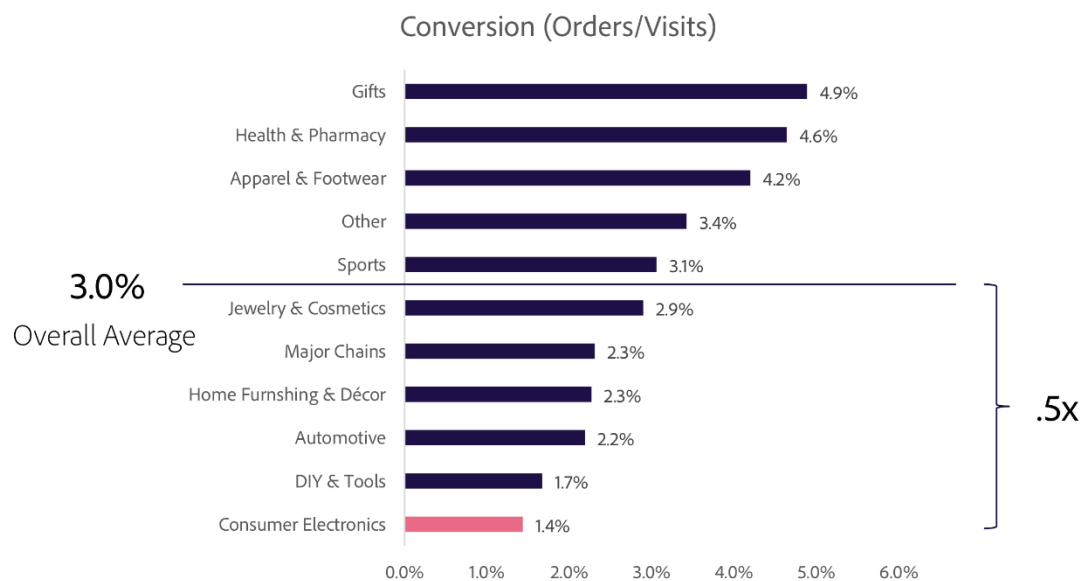
Joint research by MIT and Tsinghua conducted a field experiment with a global media company to understand if tweeting can help them in increasing the viewership i.e., higher business sales. These researchers found a positive correlation between tweeting and sales. These studies show that social media platforms are highly interactive and interconnected with one another, providing an opportunity for companies to enjoy more touch points with their potential customer, leading to higher sales conversion.

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Average Conversion Rates by Sector
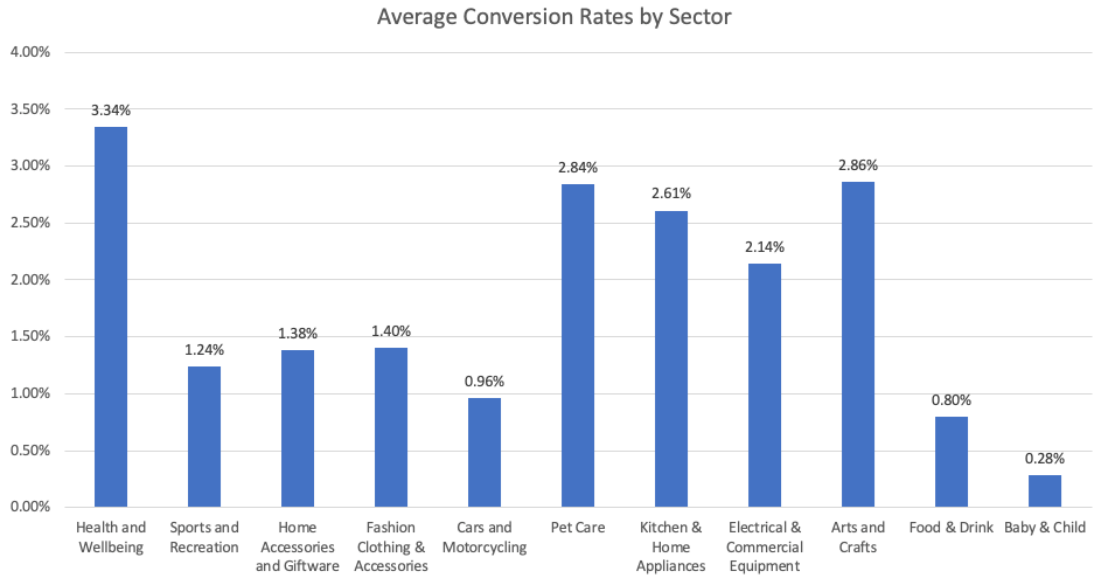
7. Improved Search Engines Rankings

Social media is also playing an increasing role in improving search engines ranking. Search engines such as Google, Bing are now gradually relying more on these social signals for their respective search rankings. Google focuses on providing the best possible search results for its users Google essentially gathers the pages through the crawl process and then creates an index, so users can easily find things they are looking for (Google). The pages that are most relevant and have quality content for user search query come at the top. Google is now increasingly turning to Social Media results to provide the best results and avoid keyword stuffing, invisible text and fake backlinks.
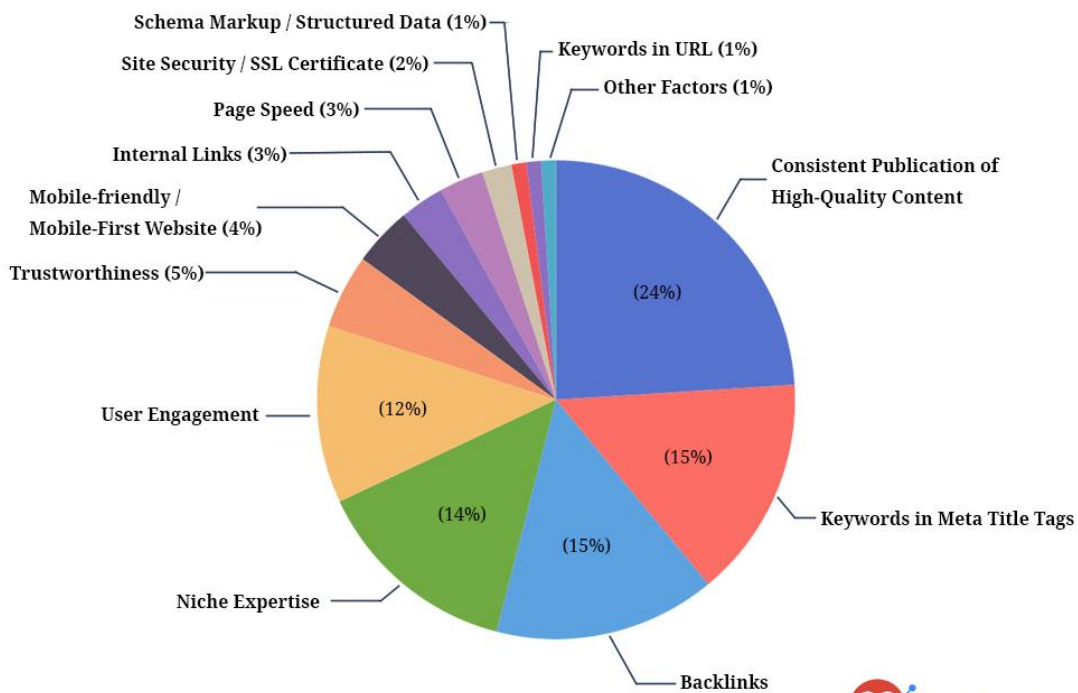
Google, Facebook Likes, Facebook comments, Tweets, Baidu, Facebook Share are becoming more and more important for google page rank and a company can improve its search engine ranking using social media by creating high quality content that attracts a great number of likes, views, shares and comments.
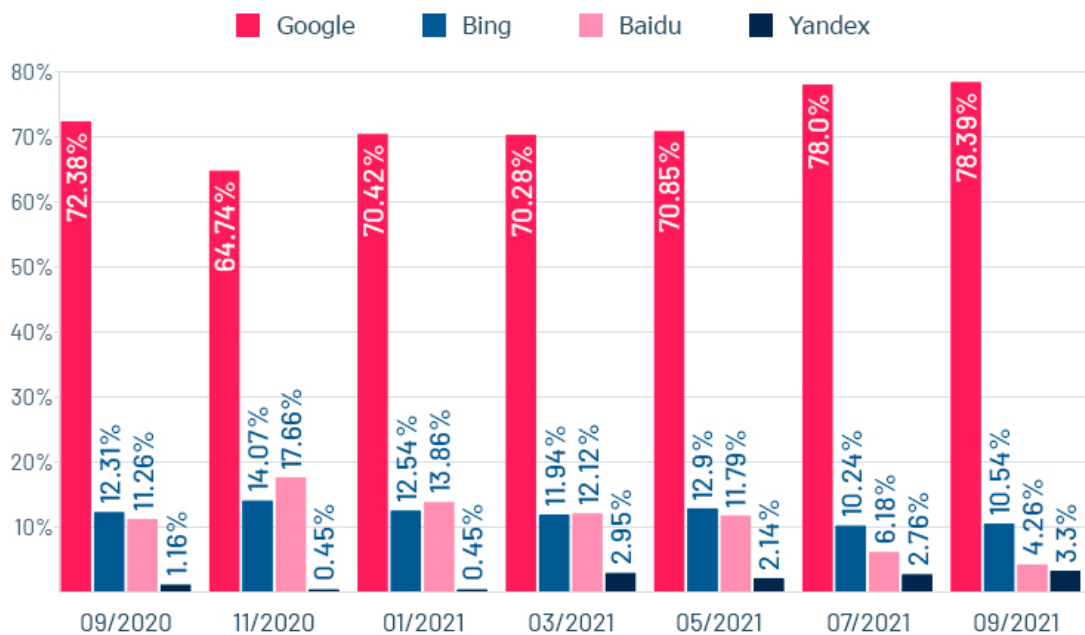
Literature review

The widening influence of social media has altered how businesses interact with customers and market their products. With billions of active users on social media platforms, businesses can leverage these platforms to engage a large audience, increase sales, and create brand awareness. The purpose of this literature review is to examine the existing research on the potential benefits and challenges of integrating social media into e-commerce strategies, as well as the current best practices and trends in this area.

Social media integration's advantages for e-commerce.
The ability to reach and engage with a large audience is one of the primary advantages of integrating social media into e-commerce strategies. Social media platforms are among the most popular online destinations for consumers to discover new products, research product characteristics and prices, and make purchase decisions, according to studies. (Chen & Zhang, 2019; Godey et al., 2016). Businesses can increase their visibility and reach new consumers by using social media to promote their products and interact with customers.

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Moreover, social media integration enables businesses to provide consumers with a personalized and engaging shopping experience. For example, businesses can use social media to promote their products, provide customer service, and collect feedback. This can aid in building consumer loyalty and retaining customers. According to research, social media consumers are more likely to make purchases and recommend a company to others. (Liu et al., 2018).

Integration of social media in E-commerce Difficulties.
Despite the prospective benefits of social media integration in e-commerce, this strategy is not without its drawbacks. A significant obstacle is the intense competition on social media platforms. With so many businesses competing for consumers' attention, it can be challenging for businesses to stand out and convey their message. This can necessitate a substantial time and resource investment in social media marketing and advertising.
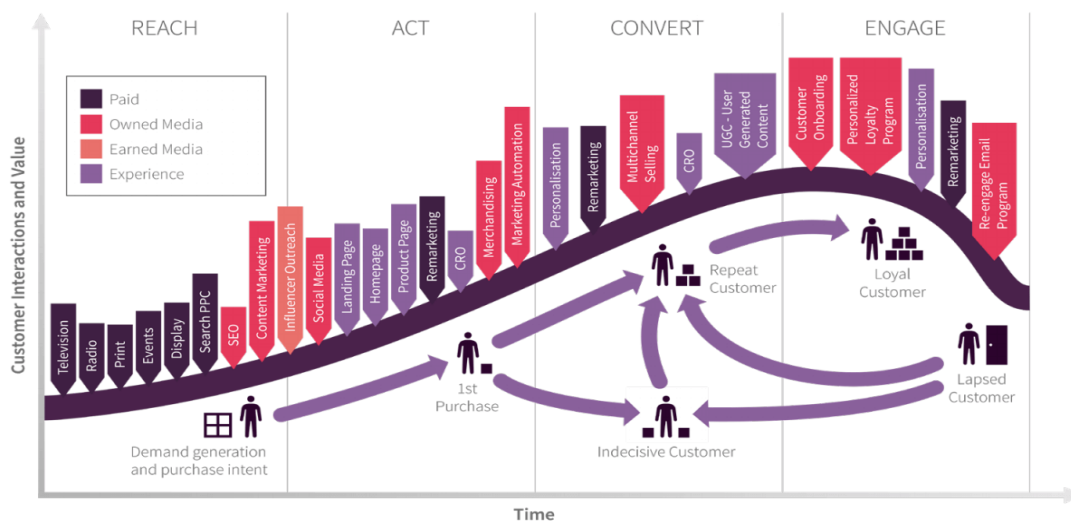
Another difficulty is the need to rapidly adapt to new social media features and trends. Social media is in a constant state of change, and businesses must keep abreast of the most recent trends and features to remain competitive. This can necessitate a flexible and adaptable social media marketing and e-commerce strategy.

Strategies and Trends in E-commerce Social Media Integration.
To overcome these obstacles, businesses must employ best practices and remain current on the newest social media integration trends for e-commerce. According to Chen and Zhang (2019), some best practices include targeting the appropriate audience with personalized content, creating a consistent brand image across all social media platforms, and utilizing social media analytics to determine the efficacy of social media campaigns.

Current social media incorporation trends for e-commerce include influencer marketing, the integration of social commerce features, and the adoption of emerging technologies such as augmented reality and chatbots. Influencer marketing entails forming strategic alliances with social media influencers in order to promote products and services to their followers. Social commerce capabilities permit users to purchase products directly from social media platforms without departing the platform.

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Emerging technologies like augmented reality and chatbots can help create a more engaging and individualized shopping experience for consumers.
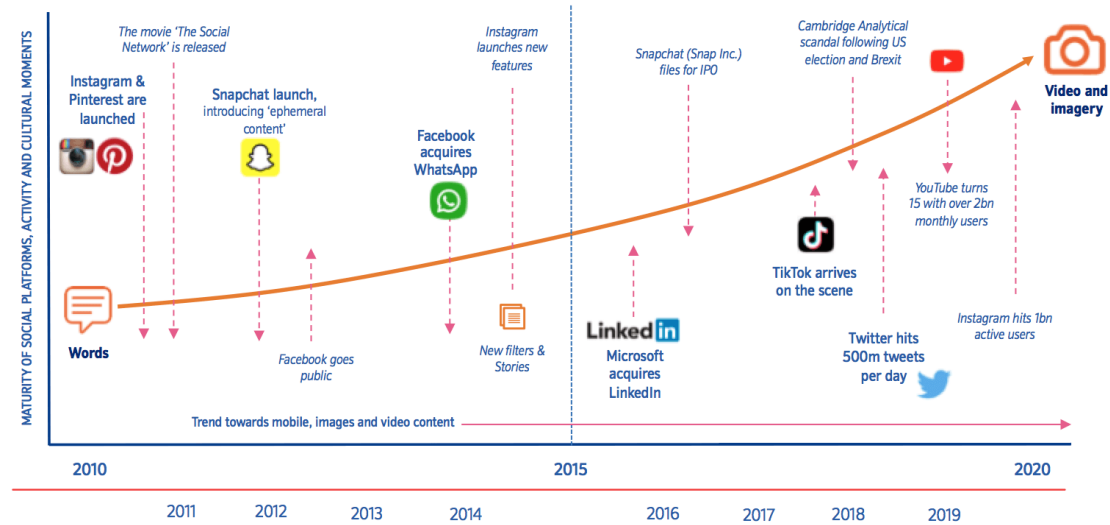
These trends and best practices can have a significant impact on e-commerce performance, according to studies. For example, Zhang et al. (2018) discovered that social media marketing has a positive impact on online sales, and that personalized content and consumer engagement are the primary drivers of this effect. Furthermore, according to a study by Gao and Zheng (2019), the integration of social commerce features can increase consumer satisfaction and purchase intent.

Social Media's Influence on Consumer Purchase Decisions
(% of global respondents reporting influence)
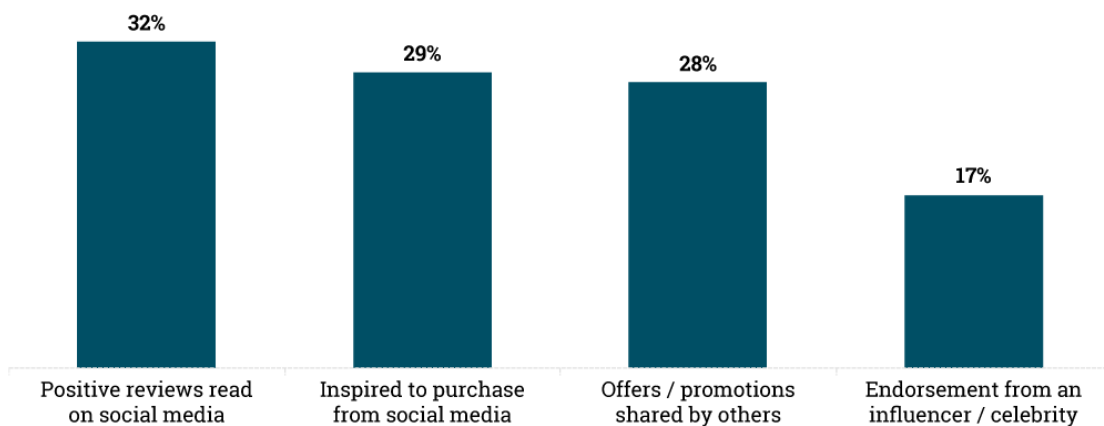
Published on MarketingCharts.com in April 2019 | Data Source: PwC
Based on a survey of more than 21,100 online consumers in 27 territories

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Methodology

The objective of this research is to explore the impact of integrating social media into e-commerce strategies. The research will employ a mixed-methods strategy that incorporates quantitative and qualitative data collection approaches.

- The sampling procedure.

Customers who have made purchases through e-commerce platforms and engaged with the social media channels of the respective businesses will comprise the sample population. The sample will be selected using a technique of purposive sampling, with participants selected based on their availability and inclination to participate.

- Data collection

A survey questionnaire and interviews will be used to capture data from the participants. The questionnaire will comprise of closed-ended questions designed to assess the efficacy of social media integration in e-commerce. The interviews will be conducted with a subset of participants and will concentrate on gaining a deeper understanding of their responses and insights regarding their experiences.

Data collected on **Hootsuite**   ● 18-24 ● 25-29 ● 30-49 ● 50-64 ● 65+   **ⓔECN**
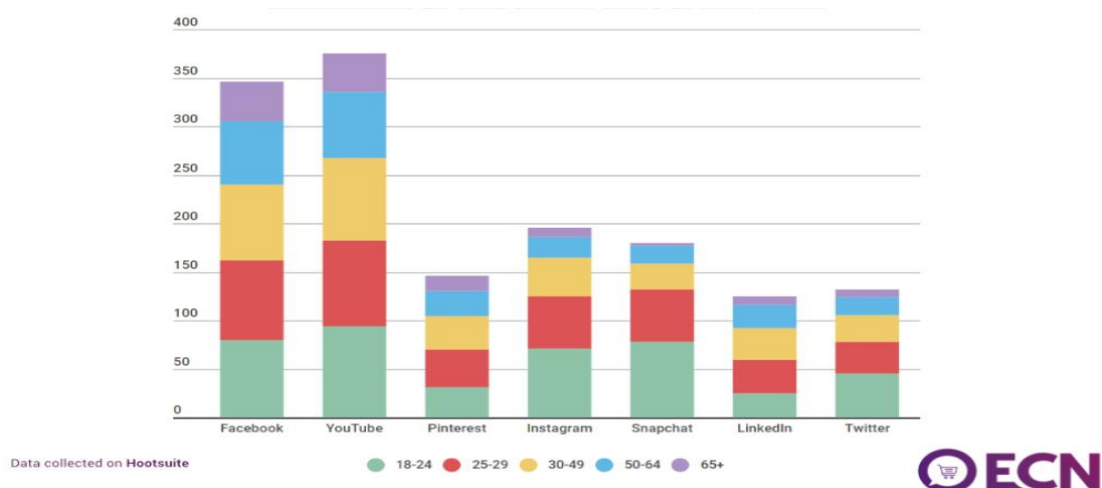
- Data Analysis

Both descriptive and inferential statistics will be used to analyses the gathered data. To summarize the quantitative data, descriptive statistics will be used, while inferential statistics will be used to identify any significant relationships between variables. The qualitative data from the interviews will be analyzed using a thematic approach in order to identify patterns and themes.

- Ethics-Related Factors

The study will be subjected to ethical guidelines for human subject's research, and participants will be apprised of the purpose of the study and their right to withdraw at any time. Moreover, participant anonymity and confidentiality will be maintained throughout the duration of the study.

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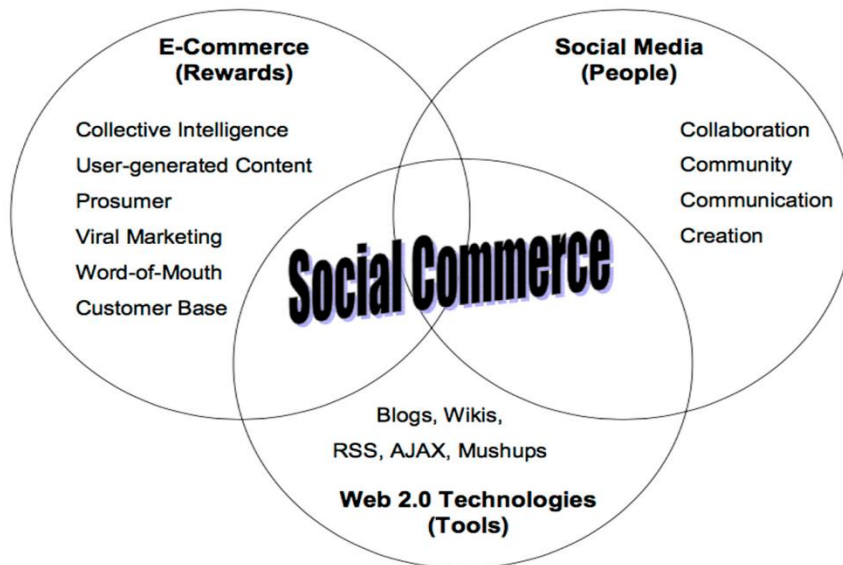
The mixed-methods approach permits a thorough investigation of the research problem and provides a deeper comprehension of the efficacy of social media integration in e-commerce. Businesses seeking to improve their e-commerce strategies through social media integration can gain valuable knowledge from the study's findings.

Data Analysis, Results and Interpretation

General Information

This section provides the results of the various levels of the respondents.

The Awareness and Usage Patterns of social media Tools to Users

YEAR	Frequency	Percent
1ST	11	14.3
2ND	25	32.5
3RD	12	15.6
4TH	29	37.7
Total	77	100.0

Figure 1: Table Level

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The *figure 1* shows that 37% of respondents are in their last year of college. Those who are in their second year of college make up the second-largest category, accounting for 32.5% of all responses.
Lastly, we have a small group of responders who are in their first year (14.3%) and (15.6%).

Variable	Frequency	Percent	Cumulative Percent
1-2 times a day	10	13.0	13.0
3-4 times a day	14	18.2	31.2
5-6 times a day	16	20.8	51.9
more than 6 times a day	37	48.1	
Total	77	100.0	100.0

Figure 2: Frequency of Internet Usage

According to *figure 2*, over half of all respondents (48.1%) access the web more than six times daily on average. It was also found that 18.2% of people use the internet daily, while 13.0% only use it once or twice a day, and 20.8% use it five or more times a day. The vast majority of responders go on to the 'net more than six (6) times daily, it seems safe to assume.

Variable	Frequency	Percent	Cumulative Percent
Less than 30 mins	19	24.7	24.7
An hour	37	48.1	72.7
2hrs and above	21	27.3	
Total	77	100.0	100.0

Figure 3: Duration spent on the Internet Surfing

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Figure 3 demonstrates that over half of all users spend at least an hour every session, with 27.3 percent reporting they often log in for more than two hours. Finally, (24.7%) of all sessions last for fewer than thirty (30) minutes. It was determined that the average time spent online by the respondents was one hour each session.

Variable	Frequency	Percent	Cumulative percent
Academic	39	50.6	50.6
Business	12	15.6	66.2
Lifestyle	26	33.8	
Total	77	100.0	100.0

Figure 4: Main Purpose for Internet Usage

This figure 4 illustrates that most people utilize the internet for schoolwork. 33% of respondents said they use the internet mostly for lifestyle reasons, while 15% said they use it for academic purposes. Internet use for social and recreational purposes. The majority of respondents utilize the internet for schoolwork, as seen in Table 4.

Variable	Frequency	Percent	Cumulative Percent
Yes	72	93.5	93.5
No	5	6.5	
Total	77	100.0	100.0

Figure 5: Awareness of Online Shopping sites

In this table it shows that (93.5%) are aware of online shopping sites.

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Variable	Frequency	Percent	Cumulative Percent
Yes	23	31.2	31.2
No	51	68.8	
Total	77	100.0	100.0

Figure 6: Online Shopping

According to table figure 6, the majority of respondents (66.2%). do not conduct any internet shopping. However, they are cognizant of the existence of virtual malls.

Variables	Frequency	Percent	Cumulative Percent
Friends	52	67.5	67.5
Relatives	11	14.5	81.8
Collogues	6	7.8	89.6
Lectures	1	1.3	90.9
Families	7	9.1	
Total	77	100.00	100.00

Figure 7: Invitation to Join Social Network

To join the social network, Table *figure 7* shows that 67.5% were invited by friends and 14.3% were invited by family.

The respondents' families accounted for 9.1%, while the remaining 7.8% were asked to join the network by their coworkers.91% were invited by relatives and 1.3% by professors. From the data in Table 4.8, we inferred that most respondents had been requested to join the networks by friends.

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Variable	Frequency	Percent	Cumulative Percent
Daily	43	55.8	55.8
A few times a week	14	18.2	74.0
Once a week	3	3.9	77.9
A few times a month	11	14.3	92.2
Once a month	4	5.2	97.4
Never	2	2.6	
Total	77	100.0	100.0

Figure 8: how frequently Facebook is used.

Table 8 reveals that over half of all internet users log into Facebook at least once each day. We think it would be a good idea for businesses to use this social network "app" as a channel for communicating with their consumers.

Variable	Frequency	Percent	Cumulative Percent
Daily	38	49.4	49.4
A few times a week	17	22.1	71.4
Once a week	7	9.1	80.5
A few times a month	3	14.3	84.4
Once a month	3	5.2	83.3
Never	9	11.7	
Total	77	100.0	100.0

Figure 9: The Frequency of Google+ Usage

From figure 8 it can be seen that majority of the respondents constituting a percentage of (49.4%) use Google+ daily.

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Variable	Frequency	Percent	Cumulative Percent
Daily	10	13.0	13.0
A few times a week	3	3.9	16.9
Once a week	10	13.0	29.9
A few times a month	8	14.3	40.3
Once a month	5	6.5	46.8
Never	41	53.2	
Total	77	100.0	100.0

Figure 10: The Frequency of LinkedIn Usage

According to Table *figure 10*, 53.2% of respondents have never used LINKEDIN. As a result, we came to the conclusion that using this social network "app" as a sole means of communicating with consumers would be ineffective.

Variable	Frequency	Percent	Cumulative Percent
Daily	20	26.0	26.0
A few times a week	8	10.4	36.9
Once a week	10	13.0	49.4
A few times a month	10	13.0	62.3
Once a month	5	6.5	68.8
Never	24	31.2	
Total	77	100.0	100.0

*Figure 11: The Frequency of Twitter Usage*

The vast majority of respondents (31.2% according *figure 11*), do not use Twitter. As a result, we came to the conclusion that this social network "app" alone is not a good way for businesses to communicate with their intended demographic.

Market Analysis

The e-commerce market continues to grow at an unprecedented pace. According to a report by eMarketer, global retail e-commerce sales are expected to reach $5.9 trillion in 2023, representing a 15.3% increase from 2022. The COVID-19 pandemic has accelerated the shift towards online shopping, with consumers increasingly turning to e-commerce to avoid in-store visits.
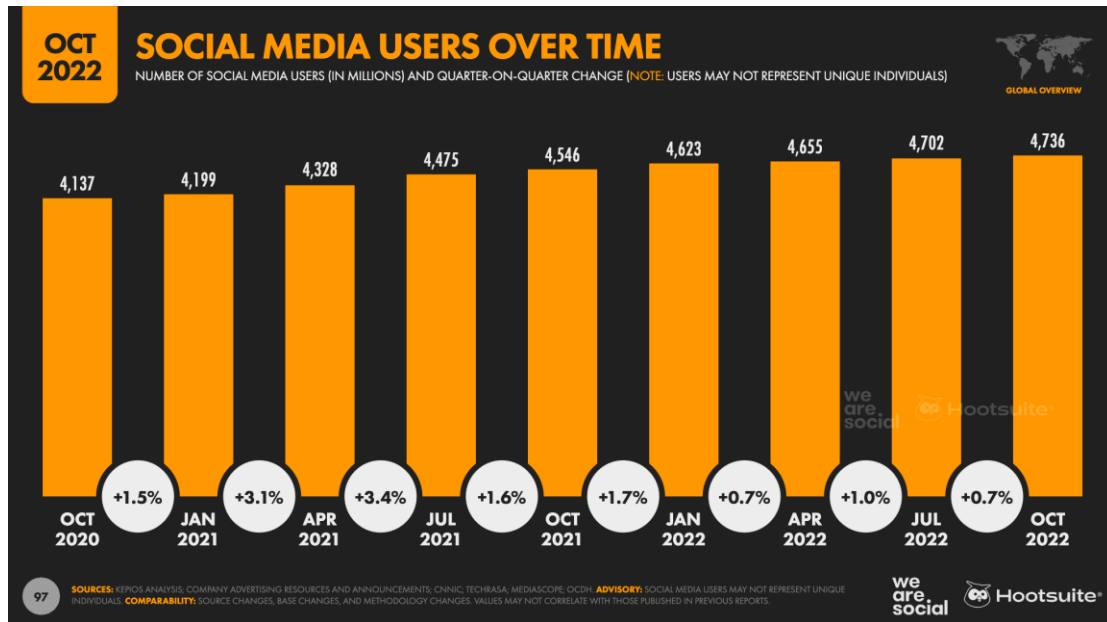
In addition, social media continues to play a significant role in e-commerce. According to a report by Hootsuite, 73% of consumers have discovered a new brand on social media, and 54% of consumers use social media to research products before making a purchase. Furthermore, social media is becoming an increasingly popular platform for making purchases, with 44% of global internet users having purchased products directly from social media platforms.
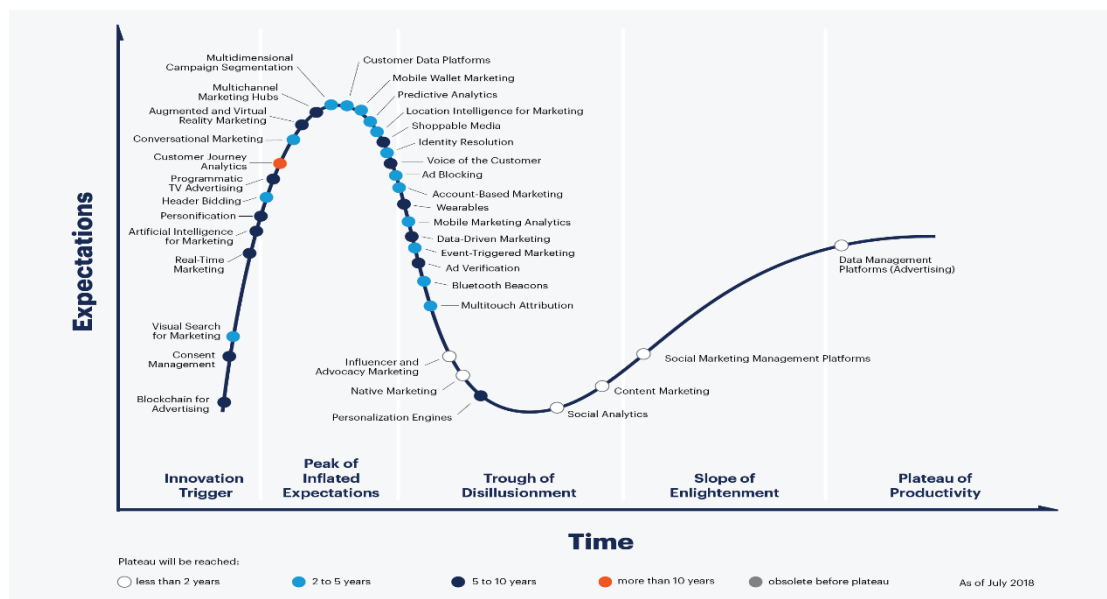
However, there are still challenges associated with integrating social media into e-commerce strategies. One major challenge is the high level of competition on social media platforms, with businesses competing for the attention of consumers. In addition, social media platforms are constantly evolving, and businesses need to be able to adapt quickly in order to stay ahead of the curve.

Despite these challenges, there are many opportunities for businesses to leverage social media for e-commerce. For example, social media provides businesses with a platform to engage with customers in a more personalized way, and can help to build brand loyalty and increase customer satisfaction. In addition, social media offers a range of tools for businesses to target and engage with specific customer segments, such as influencer marketing and user-generated content.

The latest data shows that the e-commerce market continues to grow at a rapid pace, and that social media is becoming an increasingly important platform for e-commerce. While there are challenges associated with integrating social media into e-commerce strategies, there are also significant opportunities for businesses to build brand awareness, drive sales, and enhance customer engagement through social media.

Implication

The research on "Innovating E-commerce with Social Media" has significant implications for companies seeking to improve their e-commerce strategies. The study's findings provide vital insights into the efficacy of social media integration in e-commerce and can help businesses optimize their social media presence to increase sales and customer engagement.

The results of the study suggest that businesses should integrate social media into their e-commerce strategies in order to increase consumer engagement and retention. Social media can help businesses strengthen their consumer relationships and increase brand loyalty. According to the study, social media platforms such as Facebook, Twitter, and Instagram can be effective tools for businesses to connect with consumers and promote their products.

Group E – Commerce

In order to reach a larger audience, the study's findings suggest that businesses should consider investing in social media advertising. Social media advertising can be more cost-effective than traditional advertising methods and offer businesses greater reach and targeting abilities.

Whenever it involves sharing and receiving information, social media has been a game-changer. These days, companies can engage with their consumers, increase brand awareness and sales with the help of social media sites like Facebook, Twitter, Instagram, and LinkedIn. Social media has had a profound effect on e-commerce, for example. There are several ramifications of incorporating social media innovations into e-commerce for companies, customers, and the industry as a whole.

First, combining e-commerce with social media innovations expands a company's potential customer base. With more than 3.8 billion active social media users, businesses may reach a massive audience on social media platforms. Businesses may increase brand recognition, strengthen connections with customers, and attract new buyers by utilizing social media. Businesses may increase the efficiency of their marketing initiatives by using social media to target certain demographics with highly targeted messages and offers.

Second, consumers may have a more tailored online buying experience thanks to the use of social media. With the use of social media, companies may gather information about their customers' likes, dislikes, and buying habits, which can then be used to tailor the service they provide to each individual.

Businesses may increase customer happiness and loyalty by catering to their specific desires and requirements through well-researched product suggestions, promotions, and content.

Thirdly, social media allows companies to interact with their customers in a timely manner. Businesses may take advantage of the fervor of social media users by using the platforms to solicit and respond to consumer comments, answer questions, and offer assistance. Businesses benefit from greater customer loyalty and advocacy thanks to this real-time engagement since it fosters trust and credibility with customers.

Fourth, combining e-commerce and social media may boost profits for companies. Businesses may boost their conversion rates and revenues by leveraging social media to attract customers to their online stores. In addition, businesses may monitor the results of their social media marketing efforts and adjust their approach in light of client feedback. Businesses may enhance their profits and decrease losses by analyzing client data to see what strategies work and what do not.

Finally, the ramifications of social media innovation in e-commerce extend beyond individual companies. Early adopters of social media trends and features are likely to have an edge in the e-commerce industry, as these platforms are continually growing. More and more companies are using social media into their e-commerce strategy; thus, we may anticipate seeing novel applications of social media to boost revenue.

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The outcomes of this study suggest that businesses should priorities the integration of social media into their e-commerce strategies in order to remain competitive in the swiftly evolving digital landscape.

Social media can be a powerful tool for businesses to engage with customers and develop brand loyalty, and the findings of this study can provide businesses with insights on how to optimize their social media presence to accomplish these goals.
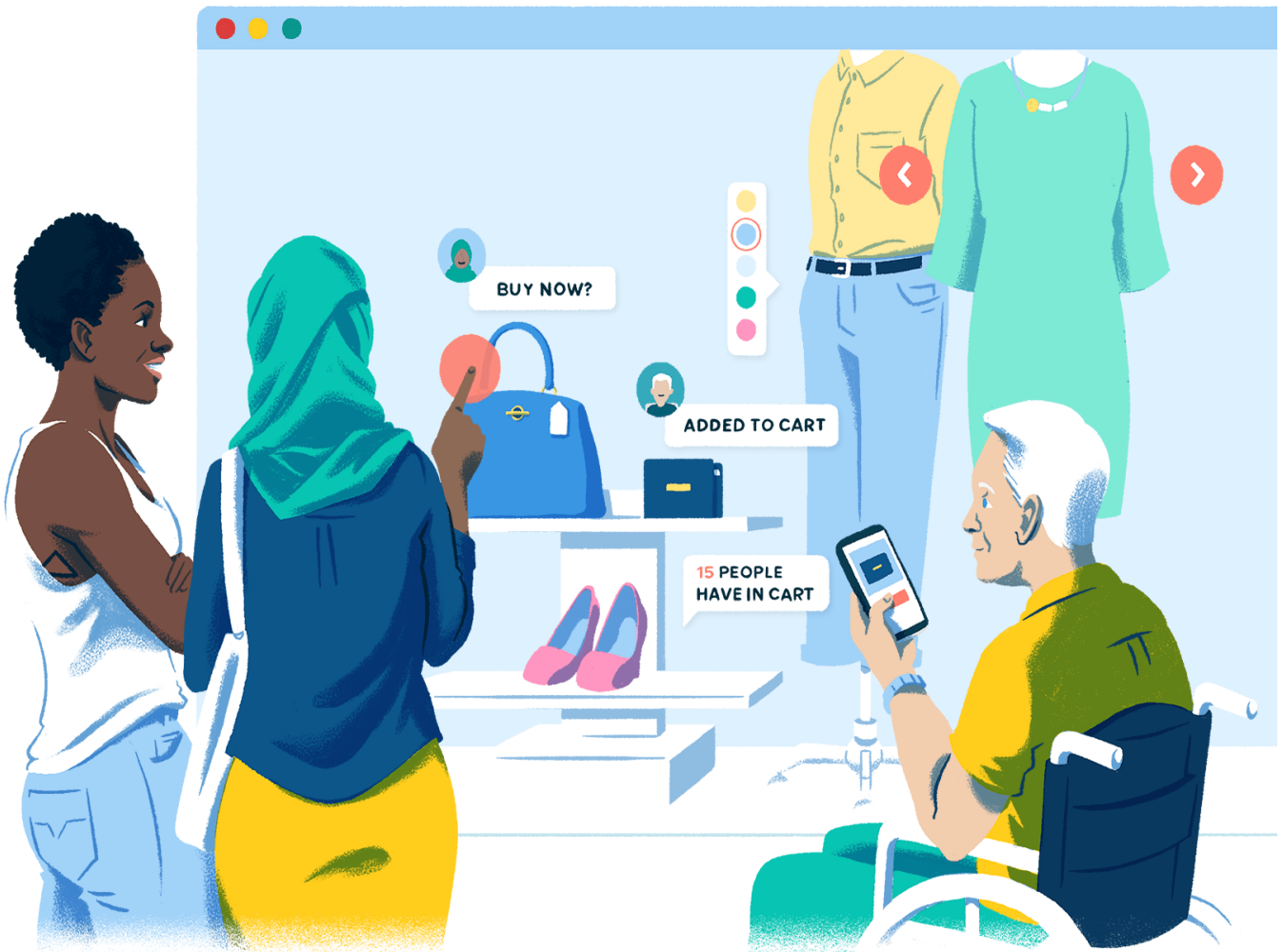
Conclusion

The integration of social media into e-commerce strategies has become an important trend in the digital landscape, and the purpose of this study was to investigate the potential benefits and challenges of this strategy. The analysis of current market trends and data demonstrates that social media is becoming an indispensable tool for businesses to reach and engage customers, increase sales, and create brand awareness.

However, the research also revealed some challenges associated with social media integration, such as the need to rapidly adapt to new trends and features and the intense competition on social media platforms. Nonetheless, with the proper strategies, businesses can leverage social media to provide consumers with a personalized and engaging shopping experience.

The purpose of this study was to provide businesses with insights on how to innovate their e-commerce strategies by incorporating social media, and we believe the findings will assist businesses in understanding the advantages and disadvantages of this strategy. By keeping abreast of the most recent social media strategies and trends, businesses can leverage this potent tool to enhance their e-commerce efforts and succeed in the competitive digital marketplace.

Further studies could investigate the potential long-term effects of social media integration on e-commerce and how businesses can prepare for the future. This study could investigate how social media integration is likely to evolve in the future years, as well as the challenges and opportunities that businesses may face in the long run. It may also reveal how businesses can adapt their strategies to remain ahead of the curve and continue to leverage social media for e-commerce success.

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