



Review

Understanding social commerce: A systematic literature review and directions for further research



Abdelsalam H. Busalim*, Ab Razak Che Hussin

Department of Information Systems, Faculty of Computing, Universiti Teknologi, Malaysia

ARTICLE INFO

Article history:

Received 7 February 2016

Received in revised form 4 June 2016

Accepted 10 June 2016

Keywords:

Social commerce
Electronic commerce
Web 2.0
Social media
Systematic review

ABSTRACT

Web 2.0 technologies and social media gave a rise to social commerce as a new phenomenon in the business world. Recently, social commerce gained a major attention from both academics and practitioners. Numerous studies have been conducted to understand s-commerce and examine its impact. Since 2010 the published studies on s-commerce increased, but little attempt has been made to incorporate the findings of former surveys and assess the current state of the research in this field. In this study, we conducted a systematic review of s-commerce research, to explore the term s-commerce by collecting, reviewing and synthesizing studies that related to s-commerce published from 2010 to 2015. By following review protocol which integrated two stages (automatic and manual) to cover all studies in this period, we identified 110 studies which address s-commerce. The results show that the studies that addressing s-commerce increased during the last 6 years. We observed that the current studies covered numerous research themes under s-commerce, such as user behavior, business models, s-commerce website design, adoption strategy, social process network analysis and firm performance. Most of these studies focus on user behavior and website design, while other themes gained little attention; therefore, this study highlights direction for further research. This review reveals s-commerce to be a promising new area of research, showing a new paradigm of conducting commerce using social media to reach customers and their networked friends. Discussion of this and conclusion have been highlighted.

© 2016 Elsevier Ltd. All rights reserved.

Contents

1. Introduction	1076
2. Background	1076
2.1. Social commerce definition	1076
2.2. Historical development of social commerce	1077
3. Review method	1077
3.1. Review protocol	1077
3.2. Inclusion and exclusion criteria	1078
3.3. Search strategy	1079
3.4. Study selection process	1079
3.5. Quality assessment (QA)	1079
4. Data extraction and synthesis	1079
4.1. Publication sources overview	1080
4.2. Temporal view of publication	1080
4.3. Research methodologies	1080
4.4. Theoretical foundations	1080
5. Research questions results	1081
6. Discussion and conclusion	1086

* Corresponding author.

E-mail address: busalim.86@gmail.com (A.H. Busalim).

Acknowledgments	1086
Appendix A. Supplementary data	1087
References	1087

1. Introduction

The emerging of web 2.0 technologies and social media has changed the way how people communicate, collaborate, and live, as well as how business is conducted. The characteristics of web 2.0 unleash the opportunities to create a new business model that includes several social aspects to attract customers. Because social networking sites (SNSs) have become more popular, they have forged connections among internet users and become an important source of information for users (Wang & Chang, 2013). SNSs are considered significant for both individuals and businesses because they support the maintenance of existing social ties and the establishment of new connections between users (Constantinides & Lorenzo-Romero, 2013). Nowadays, the evolution of e-commerce in the digital economy has led to social commerce (s-commerce) as a new paradigm. S-commerce generally refers to online commerce applications that harness social media and Web 2.0 technologies (Huang & Benyoucef, 2013b). Three main concepts joined to form the social commerce phenomenon: Web 2.0 technologies, social media and e-commerce (Lai, 2010). E-commerce firms now engage their consumers in social media websites in order to get valuable feedback on products and services (Hajli, 2014c). S-commerce is a paradigm shift in ways of doing business and opens up a new field for information systems research (Saundage & Lee, 2011; Shanmugam, Sun, Amidi, Khani, & Khani, 2016).

The notion behind s-commerce is that social media benefits commercial transactions of vendors by developing closer relationships with customers, enriching the quality of the relationship, increasing sales and encouraging loyalty to the business (Hajli, 2014b). The evolution of e-commerce into s-commerce has changed the role of the customer as well. The emergence of s-commerce reflects the collective bargaining power of end-users as the Internet has moved the bargaining power from sellers to customers (Kim, 2012; Hajli & Sims, 2015; Huang & Benyoucef, 2013a). Customers become the central focus for the firms. S-commerce environment has shifted e-commerce from product-oriented platform to customer-oriented environment (Huang & Benyoucef, 2013a; Wigand, Benjamin, & Birkland, 2008). Businesses are actively exploring the potentials of such technologies for doing commerce (Anderson, 2015). For example, Amazon and eBay are the global pioneers of e-commerce (Hajli, 2013). Today these exemplars of online shopping are changing their market position with social networking websites like Facebook. Amazon has designed a formalized and structured form of social customer relationship management that allows individuals to communicate with groups of people with a shared business interest (Amblee & Bui, 2011). Liu, Cheung, and Lee (2016) stated that s-commerce sites are growing at amazing rates. For example, s-commerce sites such as Groupon and Living Social have become emerging properties, valued at more than \$3 billion, and it is anticipated that IT business will invest almost \$50 billion annually in s-commerce by 2020 (Kim, Sun, & Kim, 2013).

S-commerce research is still in early stages of development, although the concept of s-commerce has been increasingly used and has received interest in several studies since 2010 (Wang & Zhang, 2012). However, understanding of s-commerce is scattered and limited (Wang & Zhang, 2012). The information systems community and practitioners need a deeper understanding of the s-commerce phenomenon because s-commerce is an emerging field of study with a little empirical evidence, and businesses need to

understand the appropriateness of various social media services for business (Saundage & Lee, 2011). Moreover, there has been no effort to systematically review and synthesise these studies, in order to provide a clear view of s-commerce for academics and practitioners. Therefore, this study uses a systematic review approach to explore the s-commerce concept. It systematically collects, analyses and synthesises all the current studies on s-commerce and provides the state of research in this domain using a mind map on s-commerce research themes, methodologies, s-commerce activities and theories. To achieve the main objective of this study, we propose five key questions. Answering these questions can help the reader understand s-commerce, and explain the characteristics and activities of s-commerce that distinguish it from the traditional e-commerce and detail what topics have been addressed in the literature. The research questions of this study are stated below:

RQ1. What are the differences between e-commerce and s-commerce?

RQ2. What are the characteristics of s-commerce?

RQ3. What are the activities of s-commerce?

RQ4. What are the research themes that are addressed in s-commerce studies?

RQ5. What are the limitations and gaps in current research of s-commerce?

Overall, the contribution of this study is twofold. First, through the analysis of 110 studies, this review provides the readers with a comprehensive understanding of s-commerce domain, and also provides a mind map of the s-commerce themes for researchers who want to recognize the topic areas where more research is needed. Second, for practitioners, this review brings them up to date on the s-commerce activities and the current state of s-commerce design and implementation. The remainder of this study is organized as follows: Section 2 provides the background of s-commerce and its historical development; Section 3 explains the research method used to conduct this review; Section 4 reveals the SLR results; Section 5 reports the research questions results; and finally, Section 6 presents the discussion and conclusion.

2. Background

This section provides an overview of s-commerce, highlights the historical development of s-commerce, and summarises the core definitions.

2.1. Social commerce definition

Social commerce, also known as social business has no specific definition because it has different meanings (Liang & Turban, 2011). Generally, social commerce is defined as the use of Internet based media to enable users to participate in the selling, buying, comparing, and sharing of information about products and services in online marketplace and communities (Zhou, Zhang, & Zimmermann, 2013). Some have defined social commerce as an evolution of Web 2.0 of online commerce (Sturiale & Scuderi, 2013), allowing a greater interactivity and participation of and among customers by means of blogs, wiki systems and sharing of articles written by the very community members. On the other hand, s-commerce is considered as a subset of traditional e-commerce. Liang & Turban (2011) and Sharma and Crossler (2014) define s-commerce as a subset of e-commerce that involves using social networks to support social interaction for the online buying and

Download English Version:

<https://daneshyari.com/en/article/1025475>

Download Persian Version:

<https://daneshyari.com/article/1025475>

[Daneshyari.com](https://daneshyari.com)