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Concepts and implications of social commerce: A systematic review

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Abstrak

Studi ini menyajikan tinjauan sistematis Social Commerce menggunakan database akademis dari Elsevier, SAGE Journals, Taylor & Francis, dan Wiley antara tahun 2018 dan 2023. Social Commerce, yang memanfaatkan media sosial untuk menjembatani kesenjangan antara lingkungan online dan offline, telah menarik banyak perhatian. dalam industri e-commerce. Tinjauan literatur mengkaji 60 artikel penelitian dan mengidentifikasi metode penelitian kuantitatif sebagai pendekatan dominan, diikuti oleh metode kualitatif. Jurnal Teknologi Informasi dan Pemasaran muncul sebagai penerbit utama di bidang ini. Analisis asal publikasi menunjukkan bahwa Asia, khususnya negara-negara seperti Tiongkok, India, dan Malaysia, menyumbang jumlah artikel terbanyak. Studi ini memberikan wawasan berharga untuk penelitian masa depan di bidang Social Commerce dan berfungsi sebagai referensi yang berguna bagi mahasiswa dan peneliti yang ingin mengeksplorasi topik ini. Dengan memahami lanskap saat ini, penelitian ini berkontribusi untuk meningkatkan pengetahuan dan pemahaman tentang konsep dan implikasi Social Commerce.

Kata Kunci: *Social Commerce, e-commerce, Media Sosial, tinjauan pustaka*

Abstract

This study presents a systematic review of Social Commerce using academic databases from Elsevier, SAGE Journals, Taylor & Francis, and Wiley between 2018 and 2023. Social Commerce, which leverages social media to bridge the gap between online and offline environments, has garnered considerable attention in the e-commerce industry. The literature review examines 60 research articles and identifies quantitative research methods as the dominant approach, followed by qualitative methods. Information Technology and Marketing journals emerged as the primary publishers in this field. The analysis of publication origins reveals that Asia, particularly countries like China, India, and Malaysia, contributed the highest number of articles. This study provides valuable insights for future research in Social Commerce and serves as a useful reference for students and researchers seeking to explore this topic. By understanding the current landscape, this study contributes to enhancing knowledge and understanding of the concept and implications of Social Commerce.

Keyword: Social Commerce, e-commerce, Social Media, literature review

INTRODUCTION

Social commerce is a sort of business that uses social media to connect online and offline environments (C. Wang & Zhang, 2012) Social commerce, in general, refers to the application of Internet-based media that allows consumers to participate in the marketing, selling, comparing, curating, purchasing, and sharing of goods and services in both physical and online contexts and networks. For developing emerging businesses on the Internet, social commerce has attracted a lot of attention. Many e-tailers are leveraging social technologies and services to grow their operations.

Customers are using social media more to learn about companies, brands, products, and services now that it is more publicly available. The Social Commerce ecosystem has shifted e-commerce from a product-focused platform to a customer-focused one (Huang & Benyoucef, 2013) Organizations are currently researching the potential of such technology for doing business, and e-commerce sites are fast growing. This study was carried out to systematically review and combine empirical findings on the topic of Social Commerce using academic databases from Elsevier SAGE Journals, Taylor & Francis, and Wiley Journal from 2018 to 2023.

Literature Review

Social Commerce developed from the expansion of e-commerce and its engagement with social networks, delivering benefits that are innovatively based on interactive communication between consumers (X. Wang et al., 2019). Social commerce is the use of Web 2.0 and social technologies to facilitate interactions between customers in order to support the purchasing of items or services via the Internet (Liang & Turban, 2014). According to Lin et al (Lin et al., 2017), Social commerce includes a wide range of commercial operations that assist consumers in the evaluation or pre-purchase stage, purchasing decisions, and afterwards phase. Indeed, Social Commerce covers not only purchase through social media platforms, but also interactions on social media platforms at any stage of the purchasing process, including prior knowledge, recommendation, and subsequent evaluation (S. Kim & Park, 2013)

With the advent of social media, new venues and platforms were developed that allow users to communicate with one another via social networking sites, allowing potential purchasers to socialize with one another (Hajli & Sims, 2015) Consumers can access details published by other members and gain knowledge about previous experiences via social media websites, which are considered social commerce platforms (Sarulatha & Sasirekha, 2018)

According to (Hajli & Sims, 2015) Social commerce constructions (SCCs) are platforms enabled by social technology. SCCs are thus characterized as "social platforms that emerged from Web 2.0 and enabled consumers to generate content and share their experiences". Three SCCs are proposed, each with a varied technical capacity, despite sharing the essential function of promoting information flow. These are the constructs:

- a. Ratings and feedback. Consumers contribute detailed information about items and services through ratings and reviews for the benefit of other potential customers. This data even minimizes the seller's demand for commercial data.
- b. Referrals and recommendations. This feature is crucial in s-commerce since sensory absence leads to individuals trusting the recommendations and referrals of other members before purchasing a product.
- c. Forums and online communities. These social spaces are crucial because they encourage social interaction. Members of online forums and communities help one another by sharing their knowledge and information.

METHOD

In this study, researchers examined academic databases for research publications

published in international journals. The goal of conducting a data search is to determine whether the type of study being undertaken at this moment has been studied before and to assess previously published research articles.

The purpose of the research, what methods were used, research findings, the affiliation of the research, and the origin of the research can be found in the abstracts of published research journal articles so that the references of existing articles can enrich the research data that is currently being carried out. The article search is conducted using publications from 2018 to 2023. The study of Social Commerce will concentrate on papers that address the topic of using social media platforms to promote and sell goods and services. The stage of analysis in academic databases can be seen in figure 1 below.

Article Source, Content Quality Assessment, And Content Adjustment

Overall, 851,457 articles retrieved from journal databases search phrases have been identified. 175,520 articles published between 2018 and 2023 were identified. Based on the category of research publications and the use of English, the screening resulted in 152,013 items. In this case, category exceptions were allocated with the provision of screening based on fully accessible articles, with a total of 24,518 items. The SAGE Journals database led the discussion of Social Commerce with 24 papers, followed by Taylor&Francis with 15 articles, Elsevier with 15 articles, and Wiley with 6 articles.

The data gathered in this study were found to meet the inclusion requirements, with the quality check stage evaluating accuracy, relevance, and credibility in the realm of scoping review using The Center for Review and Dissemination's protocol and the Joanna Briggs Institute Guideline as a quality assessment guideline (Chrastina, 2020). The scoping review is highlighted as an attempt to map value categories depending on the quality of the examination in the areas determined by the authors, including information shared in the abstract section, methods and results gathered in accordance with problem formulation in the discussion research (Peters, 2017).

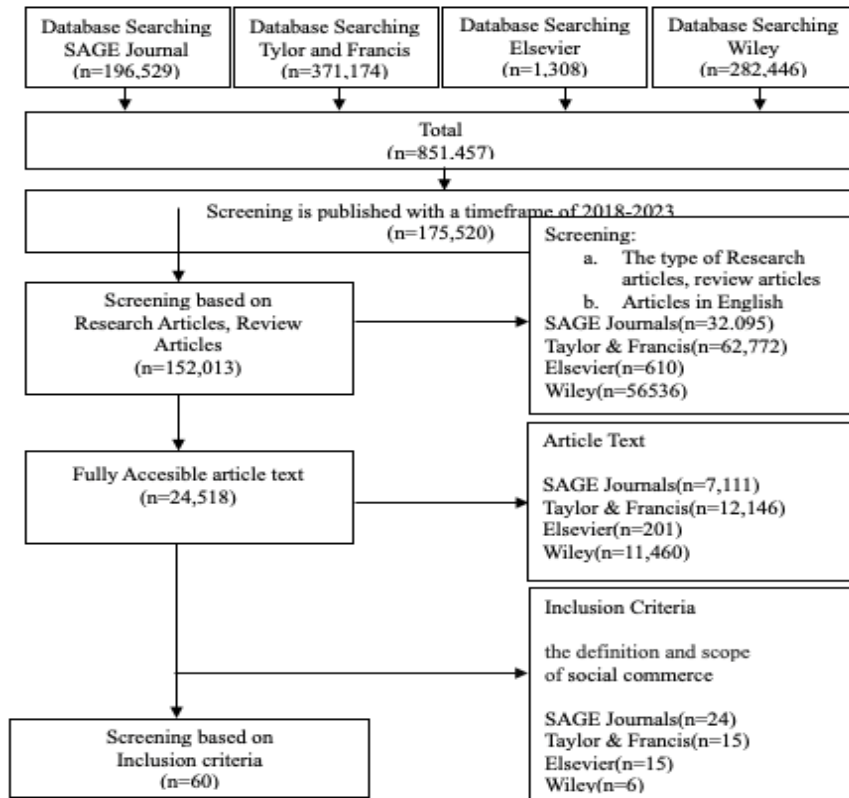


Figure. 1 The stage of analysis

RESULT AND DISCUSSION

Result

There have been many publications of research articles by various countries in each continent. The origin of the continent that publishes the most from the entire academic database is the Asia continent as many as 37 research articles are dominated by China, Malaysia, Hongkong, and others. This was followed by the Americas with a total of 8 research articles dominated by the USA. See table.

Table. 1 Origin of continent where journal articles are published in each academic database

<i>Continent</i>	Elsevier	Sagepub	Taylor& Francis	Wiley	Grand Total
Africa		1			1
Amerika		2	5	1	8
Asia	9	17	9	1	37
Australia	1			2	2
Europe	3	1	1	1	6
Southwest Asia	2	1		1	4
Southwestern Asia		1			1
West Africa		1			1
Grand Total	15	24	15	6	60

In the four academic databases, the journals that publish the most in sage journals are Sage Open with a total of 5 research articles. In the Taylor and Francis academic database, the journal that publishes the most in this type of research is Information & Technologies with 7 research articles, in the Elsevier academic database, the journal that publishes the most in this type of research is also Information & Technology with 6 research articles and in the Wiley Journal academic database there is only 3 journal that publishes 6 research article.

Table. 2 Data for publication journals in each academic database

<i>Journal</i>	Elsevier	Sagepub	Taylor & Francis	Wiley	Grand Total
Agribussines				1	1
Business Perspectives and Research		1			1
Communication and Media Studies		2			2
Electronic Commerce Research and Applications	1				1
Electronic Markets		1			1
Fashion and Textiles		1			1
Global Business Review		1			1
Information & Technology	6	3	7		16
International Journal of Engineering Business Management		1			1
Journal of Advances in Management Research		1			1
Journal of Business Research	1				1
Journal Of Consumer Behaviour				3	3
Journal of Retailing and Consumer Services	2	1			3
Management Science Letters		1			1
Marketing	2	3	6	2	13
Organizational Psychology		1			1
Psychology Research and Behavior Management			1		1
SAGE Open		5			5
SEDME (Small Enterprises Development, Management & Extension Journal)		1			1
Social Behavior and Personality: an international journal	1				1
Technological Forecasting and Social Change	1				1
Technology in Society	1				1
The Journal of Business Perspective		1			1
The Service Industries Journal			1		1
Grand Total	15	24	15	6	60

not the same as methods. The research methodology provides the basic philosophical underpinnings of the chosen research methods, such as whether researchers use qualitative, quantitative, or a combination of both methodologies and why (SkillsYouNeed, 2015)

Quantitative research methods involve the use of numerical data and statistical analysis to investigate social commerce phenomena. This type of research can help to identify patterns and trends in social commerce practices, behaviors, and outcomes, and can provide statistical evidence of relationships between variables. For example, quantitative methods can be used to measure the impact of social media on consumer behavior and purchase decisions, as well as

the effectiveness of different social commerce platforms and features.

On the other hand, qualitative research methods are focused on gaining a deeper understanding of the subjective experiences and perceptions of individuals related to social commerce. Qualitative methods can be useful for exploring social and cultural factors that impact social commerce, such as how cultural differences influence social commerce practices, and how social interactions and relationships influence consumer behavior and purchase decisions. Qualitative research can provide rich and detailed insights into these complex and multifaceted aspects of social commerce that may not be captured through quantitative methods alone. Figure 1 depicts the range of research approaches in s-commerce studies. The methodologies used are quantitative 55 Articles and Qualitatives 5 articles.

And the methodology is an important component of any research investigation. This is

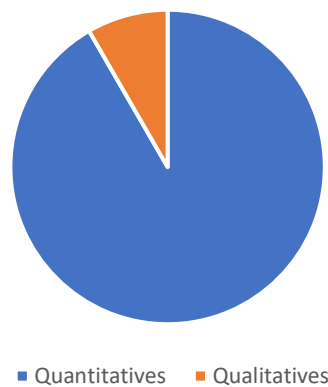


Figure 2. Research Methods

CONCLUSION

Researchers believe that the study of Social Commerce, which involves using social media platforms to promote and sell items and services, allows further investigation. For this reason, data from published research articles are needed to provide references and enrich the results of a study. From 2018 to 2023, this study performed a literature review of social commerce studies using academic databases from Elsevier, SAGE Journals, Taylor & Francis, and Wiley. This research was conducted with the aim that readers can easily understand the meaning of social commerce. The most dominant method applied is Quantitative. Quantitative research methods involve the use of numerical data and statistical analysis to investigate social commerce phenomena. This type of research can help to identify patterns and trends in social commerce practices, behaviors, and outcomes, and can provide statistical evidence of relationships between, Qualitative methods are also used. The journals that publish the most are Information Technology journals with a total of 16 research articles and Marketing with 13 research articles. In this type of research, there have been many publications of research articles by

various countries in each continent.

The origin of the continent that publishes the most from the entire academic database is the Asia continent as many as 37 research articles are dominated by China, Malaysia, Hongkong, and others. This was followed by the Americas with a total of 7 research articles dominated by the USA. Literature analysis in research is needed to critically evaluate published research to avoid the same mistakes in conducting research. The limitation of this article review is that practical research has not been carried out related to this type of research so the data from the analysis of journal articles from the academic database has not been fully utilized. The study's findings will probably assist as a resource for future communication research and a reference for students in conducting research using the literature review method and can be used as insight and knowledge to understand the meaning of Social Commerce.

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