

Survey of Social Commerce Research

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Outline

- 1 Introduction
- 2 Social Commerce
- 3 Technologies behind Social Commerce
 - Sentiment Analysis
 - Social Network Analysis
- 4 Summary and Suggestion For Future Research

Origin from marketing

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- Characteristics of social commerce marketplaces
 - Sellers are individuals instead of firms.
 - Sellers create product assortments as personalized online shops.
 - Sellers can create links between personalized shops
 - Sellers incentives are based on making commissions from sales by their shops.

In social commerce, sellers often dont own merchandise but simply manage it (Uber)

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- e-commerce customers are spoilt for choice. Recommendation for endorsement from one social network aids opinion formation and/or decision making. *USP of s-commerce

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 - User - User's pleasure, no physical travel, discounts and deals, soliciting advice before buying, relationship building
 - Vendor - testing new products/ideas easily, market understanding, better customer service

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- **Advantages**
 - User - User's pleasure, no physical travel, discounts and deals, soliciting advice before buying, relationship building
 - Vendor - testing new products/ideas easily, market understanding, better customer service
- **Disadvantages** Benefits are intangible, Invasion of privacy, Insufficient security.

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Sentiment Analysis

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- **Applications** Companies "listen in " to social media (Kraft decision on trans fat), Predict stock prices, trend analysis for design and marketing clues.

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Social Network Analysis

- **Social network as a graph** where users are the nodes and the relations between them are the edges.
- **Node - hub or authority** Hubs are users who follow others whereas authorities are users who are followed.
- **Relation** Social friendships often form between similar people with shared interests and can be used in predictive modeling.

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- **Applications** viral marketing and other social marketing strategies, advertising campaigns and execute customer management measures, predictive modelling of customer behaviour, route customer services differently through social media, social search.

Summary and Future Directions

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Not covered - advertising perspective and investigate customer psychology.
- **Potential** A third of adult Internet users under 30 are getting their information from what their friends post on social media

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- **Future Research** . Using input from customers to design and improve products, Social media marketing, Assess customer service, Improve product recommendations
- **Applications** Facebook drives more purchases while Twitter was credited with marketing ease. Better sentiment analysis on the posts will lead to effective use of this powerful tool.

For Further Reading I



Turban, Efraim , Bolloju, Narasimha and Liang, Ting-Peng.
Social Commerce: An e-Commerce Perspective.

Proceedings of the 12th International Conference on Electronic Commerce: Roadmap for the Future of Electronic Business, 2010



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Sentic Computing for social media marketing.
Multimedia Tools & Applications