



## **SOCIAL SHOPPING TRENDS SHAPING THE FUTURE OF ECOMMERCE**

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### **ABSTRACT**

*Social commerce has taken the world by storm in the recent months. While this is certainly a new frontier for businesses to explore, know that you are not alone. This has been something in the works behind the scenes for a few years now and has just started to take off. Right now we are only seeing the tip of the iceberg that will one day grow to change eCommerce as we know it. To help get your feet on the ground just wanted to share some current trends in social commerce that are sure to give you a leg up on your competition. The idea of mobile/social shopping has really caught on with the imagination of most of the tech-savvy people. A huge number of companies have cropped up to make hay while the sun shines on the trends related to social shopping. Most companies are working day and night to enhance the overall shopping experience on our mobile devices. Around 1000 customers (50% male and 50% female) were interviewed and were asked to fill a questionnaire. The basic objectives for this study were Understand category-centric behavior relative to overall trust and online shopping, Explore customer utilization of social media to assess perception, interest, and propensity to buy based on engagement with these newer tools, Trend customer reviews and social shopping monitoring changing and evolving consumer behavior since the initial jointly sponsored survey in 2007 and Assess merchant perception relative to consumer interest level in social media tools .*

**KEYWORDS:** *Social shopping, social media and E-Commerce.*