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Commerce Nexus 2024

Marketing



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***A STUDY ON DYNAMICS OF SOCIAL COMMERCE : STRATEGIES
, OPPORTUNITIES AND CHALLENGES***

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Abstract:

The landscape of commerce has been continually reshaped by technological advancements, with Social Commerce (S-Commerce) emerging as a prominent paradigm shift. Social commerce (S-Commerce) has rapidly emerged as a prominent facet of digital commerce, leveraging social media platforms to facilitate transactions and enhance consumer engagement. This paper critically examines the opportunities and challenges inherent in S-Commerce, drawing on empirical evidence and theoretical frameworks. It explores how businesses can harness the potential of S-Commerce to drive sales, foster customer relationships, and expand their market reach, while also addressing the complexities and risks associated with this evolving landscape.

Keywords: Social Commerce, E-Commerce, Opportunities, Challenges, Digital Marketing, Consumer Behavior.

Introduction:

The proliferation of social media platforms has revolutionized the way individuals interact, share information, and make purchasing decisions. Social commerce, colloquially referred to as S-Commerce, represents the convergence of social networking and e-commerce, enabling users to browse, discover, and purchase products directly within their social media feeds. This paper aims to explore the