

## **Analyzing Social Media role in E-Commerce**

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### **Abstract**

The study aims to examine the viability of social media in E-commerce. Social media not only enable users to communicate beyond local or global boundaries, but it also offers possibilities to trade online. social media has become a major player with other tactics to tackle the competitors. It does so by propagating products online and comparing them with other markets as well. It also gives general idea to the consumers about brands and their features and qualities. Therefore, the present study aims to analyse the role of social media in e-commerce by studying its influence considering the various social media. The study is quantitative in nature and survey method was used to collect the data from sampling size of 102. The results show that large number of respondents often shop online. The results also explore that the respondents believe social media has triggered the e-commerce as because of the access of social media to all and sundry which allows them to get aware of the new trends and products time to time. The study concludes that social media has create the survival of fittest phenomenon among the online brands and items hence, with the increase in e-commerce will help in economic growth.

**Keywords:** Social Media, E-Commerce, Online Shopping, Business, Global Trade.

### **Introduction**

With the advancement in modern technology, means of communication and propagation have also become advanced. These means have enhanced due to the blend of new techniques as different ideas got merged in a single hub. The rise and popularity of social media has made it one of the biggest advertising weapons across the globe through which one can easily hit its target audience. The most fascinating part of it is the revolution that it has brought to the concept of e-commerce (the idea of online shopping from stores for daily used items). By this, one can easily get his desired product at his door step without stepping out of his home. So, it all becomes possible through social media. Social media users are getting increased day by

day. According to (Statista website, 2016), the total number of social media users were estimated around 2.34 billion, which is expected to increase up to 2.51 billion in 2017 across all social networking websites. Social media not only enable users to communicate beyond local or global boundaries, but it also offers possibilities to share user-generated content like photos, videos and other features such as social games. Face book, LinkedIn, Twitter and Instagram are the major websites and mode of communication between vendors and customers. According to the data provided by the Consumer Electronics Association, approximately 24% of consumers who are looking to make an electronics purchase “always or almost always” refer to social media before finalizing their purchase. For consumers in the “high engagement” category, who spend 13.5 hours or more per week on social media, their reliance on these networks for purchasing decisions jumps to 65%. Among all social media websites, Face book has become the major shareholder for advertisement, publicity and selling hub. According to Google, Face book holds 1.86 billion active users. It also holds the interface which is easy to understand by all regardless of the education level of people. Moreover, Face book provides the ability to convert the content in user’s language which makes it easy for the user to understand the reviews about the product which he is going to purchase. With new advancements, social media is providing the option of target audience of specific region and country. This eventually gives some edge to social media over other mediums of e-commerce.

In the modern era of e-commerce, social media has become a major player with other tactics to tackle the competitors. It does so by propagating products online and comparing them with other markets as well. It also gives general idea to the consumers about brands and their features and qualities. Therefore, the present study aims to analyse the role of social media in e-commerce by studying its influence considering the various social media.

### **Research Objectives**

The objective of this study is to:

- To understand the role of social media in E-commerce.
- To investigate the impact of social media on E-commerce.
- To examine the advantages and disadvantages of social media in E-commerce.
- To investigate the best platform of social media for E-Commerce.
- To investigate the traditional way of commerce and E-Commerce.

### **Literature Review**

According to Haouas, T. et al., (2018) “Social media is digital, content-based communications based on the interactions enabled by a plethora of web technologies.” Bilal et al., (2014) stated

that “A virtual community can be seen in the form of Social sites which have grown immensely in terms of attractiveness and popularity over the past few years. Several people have joined these virtual communities.” Young, J. A. (2012) of the view that “Social media provides a platform for customers where they can collaborate and work together on creating strategically something positive and generate benefits both for the organizations itself as well as for the customers.”

Mennecke et al., (2002) stated as E-commerce refers to, “the use of electronic means and technologies to conduct commerce (sale, purchase, transfer or exchange of products, services and/or information) including within business, business to business and business to consumer interaction.”

More people use the Internet to participate in virtual communities than to make purchase transactions. According to him, eighty-four percent of Internet users have contacted or participated in a virtual community, and the growth in membership and usage is expected to continue. (Evans-Cowley et al., 2006)

Ayed et al., (2014) stated that social websites played major role in e-commerce as they gather their user’s information which is used by the marketing teams of bigger giants and through which all the players get advantage. As users get their things of their choice and vendors get the business while social websites get paid for those leads by vendors.

Social networks have made a significant impact on how today’s Internet users communicate, search for and share data. Users join these networks, publish and maintain their own profiles, and establish links to their friends. The resulting social links are evidence that a level of trust has been established between users. Similarly online marketplaces with social networking features improve trust between transaction partners and improve user satisfaction. (Wilson, et al., 2009)

Later on, Trusov, et al., (2009) presented the idea of effects on sales due to Word Of Mouth and advertisements as presented in social media websites as compared to traditional ways of marketing. They stated that traditional marketing system has been masked down as recommendations are playing an important role in changing people’s perspective about online purchasing.

As per the study of Hennig-Thurau, et al., (2010) in *The Impact of New Media on Customer Relationships*, customers have played a major and active role as market players and have also damaged long set business empires. This research paper has submitted a new ‘pinball’ framework of media and customers’ relationships for better understanding of customers effect on E-commerce.

Lamberton, et al., (2016), published a paper which is known as Journal of Marketing Research, in which they said that social media is a connecting medium among sellers and buyers which allows both to buy and sell the products, which eventually makes stronger ties between them. Use of personal social networks to gather information is fundamental to purchasing behaviour. Social networks are implicit in the offline shopping experience; their introduction to the online world is a relatively new phenomenon. E-commerce websites have successfully integrated product reviews, recommendations, search and product comparison, but they have been much slower at adopting social networking features as a part of customer experience. (Guo et al., 2011)

According to Gaudi, K. (2021), trends of E-commerce have changed with the enhancement of web media and especially social media. The phenomenon that is known as social commerce has not been understood fully according to this research due to lack of research. In this research, linking and connections between different social commerce platforms has discussed.

Consumers use social media, such as online communities, to generate content and to network with other users. The data emerging from a survey show how social media facilitate the social interaction of consumers, leading to increased trust and intention to buy. The results also show that trust has a significant direct effect on intention to buy (SADASIVAN, et al., 2019). According to Iblasi, et al., (2016) stated that social media websites eventually help the customers in decision making as they gave complete comparison to the customers with advantages and disadvantages of the company and their product.

### **Research Questions**

The Research Questions are:

RQ1: How social media affect the e-commerce?

RQ2: What are the advantages of social media in E-commerce?

RQ3: What are the disadvantages of social media in E-commerce?

RQ4: How social media impacts E-commerce sales?

RQ5: How social media increased the sales in E-commerce?

RQ6: How E-commerce is different from traditional commerce?

RQ7: How social media websites like Face book, Instagram and Twitter etc are good mediums for e-commerce?

### **Research methodology:**

Research methodology was quantitative in nature as it has determined the results according to pre-determined questionnaires. As Quantitative method emphasized on objective measurements and the statistical, mathematical, or numerical analysis of data collected through

polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques. Quantitative research focused on gathering numerical data and generalizing it across groups of people or to explain a particular phenomenon. The goal for conducting quantitative research has to determine the relationship between one thing [an independent variable] and another [a dependent or outcome variable] within a population. Quantitative research deals in numbers, logic, and an objective stance. Quantitative research is focused on numeric and unchanging data and detailed, convergent reasoning rather than divergent reasoning [i.e., the generation of a variety of ideas about a research problem in a spontaneous, free-flowing manner]. It holds quantified results and those results have objectively interpreted. The survey form is divided into two parts. First part is about social media and online shopping and second part is about the capability or reliability of e-commerce on social media. The data was collected by the 102 participants and were analysed. The participants were selected by the purposive sampling technique.

### Data Analysis

The study was conducted to role of social media in E-commerce in Pakistan. The results were collected through a survey method from 102 participants. 78 respondents were male and 24 respondents were female.

	Yes		No		Average		Total Average
	Male	Female	Male	Female	Yes	No	
<b>Are you social media user?</b>	91.02	100	8.97	0.00	95.51	4.48	99.99
<b>Have you ever purchased anything from social media websites?</b>	58.97	75	41.02	25	66.98	33.01	99.99
<b>Have you often purchased anything/item online?</b>	66.66	66.66	33.33	33.33	66.66	33.33	99.99
<b>Have you counter any bad experience from online shopping?</b>	43.58	41.66	56.41	58.33	42.62	57.37	99.99
<b>Impact of social media on e-commerce is global in nature.</b>	85.89	79.16	14.10	20.83	82.52	17.46	99.99
<b>Social media websites will boost the e-commerce at a</b>	90.74	95.83	9.25	4.16	92.79	7.20	99.99

<b>proliferating rate in future.</b>								
<b>Charm of e-commerce through social media will be covered in future.</b>	75.64	66.66	24.35	33.33	71.15	28.84	99.99	
<b>Advertisement on social media is helpful for boosting e-commerce.</b>	93.58	95.83	6.41	4.16	94.70	5.29	99.99	
<b>Will you prefer e-commerce in future?</b>	80.76	87.5	19.23	12.5	84.13	15.86	99.99	
<b>Social media websites has influenced the e-commerce.</b>	82.05	91.66	17.94	8.33	86.86	13.13	99.99	
<b>Are you satisfied by online purchasing?</b>	67.94	75	32.05	25	71.47	28.52	99.99	

Table 1: social media and Online Shopping

On the usage of social media among respondents in which 78 are males and 24 are females. According to the table 1, among 78 males 71 (91.02%) are social media user while 7 (8.97%) are not. While among all 24(100%) females are all social media users. So average comprises of 99.99 among all the respondents.

Nowadays, online purchasing specifically from social media websites like face book, twitter, Instagram, YouTube, tumbler, snap chat etc. is easy way. According to the respondents, 78 males and 24 females responded, among 78 males 46 (58.97%) do online shopping while 32 (41.02%) are reluctant of this. While among 24 females, 18 (75%) females often do online shopping while 6 (25%) females haven't bought anything online.

Buying anything online from any medium among the respondents, 78 males and 24 females responded, among 78 males 52 (66.66%) do online shopping while 26 (33.33%) are reluctant from online shopping. While among 24 females, 16 (66.66%) females often do online shopping while 8 (33.33%) females haven't bought anything online.

Countering bad experience from online shopping is the global program and it is not confined to only small stores or brands. However, among 78 males, 34 (43.58%) males have experienced the bad experience and 44 (56.41%) haven't faced any bad experience. On the other hand, among 24 females, 10 (41.66%) females have encountered bad experience while 14 (57.37%) females haven't faced any bad experience.

As far as the impact of social media on e-commerce is concerned, among 78 male respondents, 67 (85.89%) males thinks that social media has an impact over e-commerce which is worldwide

in nature while 11 (14.10%) are against it. Among 24 female respondents, 19 (79.16%) also favor the statement while 5 (20.83%) don't agree with the statement. As far as future association of social media with e-commerce is concerned among 78 males 71 (90.74%) males think that it will increase while 8 (9.25%) males are against the statement. Among 24 female respondents, 23 (95.83%) females agree with the future role of social media in e-commerce while just 1 (4.16%) don't agree with the statement.

Social media hold a charm of interesting news, videos and posts for individual's interest. So with the increase in e-commerce through social media among 78 males, 59 (75.64%) think that charm of e-commerce through social media will be covered while 19 (24.35%) males don't agree with the statement. Among 24 females, 16 (66.66%) agree with the idea while 8 (33.33%) are against the statement.

The most important factor behind e-commerce on social media is advertisement which can't be neglected in any sense in any medium. As among 78 males, 73 (93.58%) agreed that advertisement plays important role in e-commerce on social media while 5 (6.41%) don't think so. Among 24 females, 23 (95.83%) females also agreed with the role of advertisement in e-commerce while 1 (4.16%) female is against it.

As far as future plans regarding e-commerce among 78 males, 63 (80.76%) chose e-commerce while 15 (19.23%) males will not prefer it. As compared to males, among 24 females, 21 (87.5%) females prefer e-commerce while 3 (12.5%) females will not.

There is no question about influence of social media websites on e-commerce as they have boosted the e-commerce globally. So, among the 78 males, 64 (82.05%) agreed with the statement but 14 (17.94%) did not convince. Among 24 females, 22 (91.66%) also agreed with the statement while 2 (8.33%) did not convince with the statement.

As far as respondents current experience of e-commerce through social media is quite interesting one as among 78 males, 53 (67.94%) are contented and among 23 females, 18 (75%) as well. While remaining 25 (32.05%) males and 6 (25%) are discontented from the e-commerce through social media.

	Q.1	Q.2	Q.3	Q.4	Q.5	Q.6	Q.7	Q.8	Q.9	Q.10	Q.11	Total Average
<b>Yes</b>	95	64	68	44	86	94	75	96	84	86	71	76.45%
<b>No</b>	7	38	34	58	14	8	27	6	18	16	31	23.54%

Table 2: General Responses (Table 1)

In the overall result of questionnaire#1 for all the questions by all the respondents including males and females 78.45% are agreed with the role of social media in e-commerce while 23.36% don't think so.

	<b>Male Percent %</b>	<b>Female Percent %</b>	<b>Total Average</b>
<b>Yes</b>	75.47	79.54	76.45%
<b>No</b>	24.61	20.45	23.54%
<b>Total</b>			99.9

Table 3: Overall Segregation by Gender (Table 1)

If we segregate the responses over genders then we come to know that 75.47% males and 76.45% agreed with the role of social media in e-commerce while 24.63% females and 20.41% females respectively don't think so.

	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Total Average</b>
<b>Advertisements on the social media websites are effective.</b>	43.13	40.87	11.10	4.25	0.64	99.99%
<b>Social media has increased the e-commerce.</b>	35.05	52.08	7.80	3.71	1.35	99.99%
<b>E-commerce through social media is reliable.</b>	19.55	28.52	30.76	17.94	3.22	99.99%
<b>Prices on social media websites are reasonable.</b>	11.85	24.67	31.57	24.40	7.50	99.99%
<b>Online customer services are as good as provided by traditional purchasing.</b>	7.37	26.92	33.70	20.55	11.45	99.99%
<b>E-commerce through social media provides more variety and competitiveness.</b>	31.58	43.42	14.74	8.33	1.92	99.99%



<b>E-commerce through social media has influenced the country's economy.</b>	19.22	40.24	29.32	9.93	1.28	99.99%
<b>Social media has increased the sales percentage of brands in e-commerce.</b>	22.75	51.43	17.78	6.11	1.92	99.99%
<b>E-commerce is earning more through social media than their other traditional websites.</b>	19.38	45.16	23.07	9.29	3.09	99.99%
<b>E-commerce is getting more traffic from social media websites than other means.</b>	20.67	56.25	9.77	12.01	1.29	99.99%
<b>E-commerce has boosted the use of social media more.</b>	28.84	43.58	12.97	12.68	1.92	99.99%
<b>Social media websites like Face book, Instagram and Twitter etc are good mediums for e-commerce.</b>	40.86	43.42	7.87	7.20	0.64	99.99%

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Table 4: Capability of E-Commerce on social media

About the effectiveness of advertisements on social media for e-commerce among 78 males, 29 (43.13%) strongly agreed, 37 (40.87%) just agreed and (1.28%) each just disagree and strongly disagreed respectively. Among 24 females, 12 (50%) strongly agreed, 8 (33.33%) just agreed while 2 (8.33%) just disagreed with the role of advertisement in e-commerce. While 11 (14.10%) males and 2 (8.33%) females get neutral on it. About the role of social media for the boosting of e-commerce among 78 males, 27 (34.61%) strongly agreed, 39 (50%) just agreed and 2 (2.56%) each just disagree and strongly disagreed with the statement respectively. Among 24 females, 9 (37.5%) strongly agreed, 13 (54.16%)

just agreed while 1 (4.16%) just disagreed with the role of advertisement in e-commerce. While 9 (11.53%) males and 1 (4.13%) female get neutral on it.

About the reliability of e-commerce through social media, among 78 males, 11 (14.10%) strongly agreed that there are no issues with it, 25 (32.05%) just agreed and 15 (19.23%) just disagree and 5 (6.41%) strongly disagreed respectively. Among 24 females, 6 (25%) each strongly agreed and simply agreed about the reliability of social media about e-commerce while 4 (16.66%) simply disagreed with the reliability of e-commerce through social media. While 22 (28.20%) males and 8 (33.33%) females gets neutral on it.

About the reasonability of prices social media websites, among 78 males, 12 (15.38%) strongly agreed that there are no issues with it, 19 (24.35%) just agreed about reasonability, 17 (21.79%) just disagree and 8 (10.25%) strongly disagreed respectively. Among 24 females, 2 (8.33%) strongly agreed, 6 (25%) simply agreed about the reasonability of prices on social media while 6 (25%) simply disagreed with the reasonability of e-commerce through social media. While 20 (25.64%) males and 9 (37.5%) females have no idea about the prices over social media.

About the customer services pre and post sales in the field of e-commerce matters a lot, among 78 males, 11 (14.10%) strongly agreed that customer services matters, 16 (20.51%) just agreed about it, 21 (28.20%) just disagree and 8 (10.25%) strongly disagreed respectively. Among 24 females, 8 (33.33%) simply agreed about the customer services on social media websites related to e-commerce while 3 (12.5%) each simply disagreed and strongly disagreed with the factor of customer services in e-commerce through social media. While 21 (25.64%) males and 10 (41.66%) females have no idea about the customer services on social media websites for e-commerce.

About the innovation like variety and competitiveness for e-commerce through social media is concerned, among 78 males, 26 (33.33%) strongly agreed that they found variety and competitiveness on social media , 32 (41.02%) just agreed about it, 7 (8.97%) just disagree and 3 (3.84%) strongly disagreed respectively. Among 24 females, (29.16%) simply strongly agreed, 11 (45.83%) simply agrees with the statement while 2 (12.5%) simply disagreed. While 10 (12.82%) males and 4 (16.66%) females gets neutral about variety and competitiveness.

About the economy of country through e-commerce is concerned, among 78 males, 17 (21.79%) strongly agreed that e-commerce influenced the country's economy, 27 (34.61%) just agreed about it, 9 (11.53%) just disagree and 2 (2.56%) strongly disagreed respectively. Among 24 females, 4 (16.66%) strongly agreed, 11 (45.83%) simply agrees with the statement while 2 (12.5%) simply disagreed. While 23 (12.82%) males and 7 (29.16%) females gets neutral the affect of e-commerce over country's economy.

About the boost in sales for online brands and online stores through social media e-commerce is concerned, among 78 males, 16 (20.59%) strongly agreed that e-commerce influenced the sales, 38 (48.71%) just agreed about it, 3 (3.85%) each just disagree strongly disagreed respectively. Among 24 females, 4 (16.66%) strongly agreed, 11 (45.83%) simply agrees with the statement while 2 (12.5%) simply disagreed. While 23 (12.82%) males and 7 (29.16%) females gets neutral the affect of e-commerce over country's economy.

Getting more business than traditional websites through social media e-commerce is concerned, among 78 males, 14 (17.94%) strongly agreed that e-commerce through social media has boost the sales, 29 (37.17%) just agreed about it, 8 (10.25%) and 4 (5.12%) just disagree and strongly disagreed respectively. Among 24 females, 5 (20.83%) strongly agreed, 13 (53.16%) simply agreed with the statement while 2 (12.5%) simply disagreed. While 23 (29.48%) males and 4 (16.66%) females gets neutral about the statement.

Getting more business from other means than through social media e-commerce is concerned, among 78 males, 16 (20.51%) strongly agreed that e-commerce through social media has boosted the traffic, 39 (50%) just agreed about it, 9 (11.53%) and 2 (2.56%) just disagree and strongly disagreed respectively. Among 24 females, 5 (20.83%) strongly agreed, 15 (62.5%) simply agreed with the statement while 3 (12.5%) simply disagreed. While 12 (15.38%) males and 1 (4.16%) females gets neutral about the statement.

About the usage of social media due to e-commerce is concerned, among 78 males, 19 (24.35%) strongly agreed that e-commerce has boosted the usage of social media, 29 (37.17%) just agreed about it, 10 (12.82%) and 3 (3.84%) just disagree and strongly disagreed respectively. Among 24 females, 8 (33.33%) strongly agreed, 12 (50%) simply agreed with the statement while 3 (12.5%) simply disagreed. While 17 (21.79%) males and 1 (4.16%) females gets neutral about the statement.

About the social media mediums for e-commerce are concerned, among 78 males, 28 (35.89%) strongly agreed, 32 (41.02%) just agreed about it, 8 (10.25%) and 1 (1.28%) just disagree and strongly disagreed respectively. Among 24 females, 11 (45.83%) each strongly agreed and simply agreed with the statement while 1 (4.16%) simply disagreed. While 9 (11.53%) males and 1 (4.16%) females gets neutral about the statement.

	Q. 1	Q. 2	Q. 3	Q. 4	Q. 5	Q. 6	Q. 7	Q. 8	Q. 9	Q. 10	Q. 11	Q. 12	Average
<b>Agree</b>	45	52	31	25	24	43	38	51	42	54	41	43	40.75%
<b>Strongly Agree</b>	39	36	14	12	11	33	21	23	19	21	23	39	24.25%

<b>Neutral</b>	12	8	29	29	30	14	30	21	27	13	18	10	20.08%
<b>Disagree</b>	3	3	19	23	25	8	11	4	10	12	13	7	12.16%
<b>Strongly Disagree</b>	1	2	5	8	7	2	1	1	1	1	3	1	2.75%

Table 5: General Responses (Table 4)

For the questionnaire#2 the general response for all the questions by all the respondents are also in favour of role of social media in e-commerce that 40.75% simply agreed, 24.25% strongly agreed, while the average of disagree, strongly disagree and neutral are 11.5%, 2.75% and 20.08%

	<b>Male Percent %</b>	<b>Female Percent %</b>	<b>Total Average</b>
<b>Strongly agree</b>	24.01	24	24.25%
<b>Agree</b>	39.68	43.32	40.75%
<b>Neutral</b>	21.05	16.32	20.08%
<b>Disagree</b>	11.84	10	12.16%
<b>Strongly disagree</b>	3.51	0.32	2.75%
<b>Total</b>			99.99%

Table 6: Overall Segregation by Gender (Table 4)

For the part two of questionnaire the general response for all the questions by genders wise are also in favor of role of social media in e-commerce that out of 78 males 24.01% are strongly agreed, 39.68 just agreed, 21.05% gets neutral while the average of disagree, and strongly disagree are 11.84% and 3.51% . While for the 24 females 24.25 are strongly in favor of studies, 40.74 just in favor while 11.5% and 2.75% disagreed with the topic while 20.08 gets neutral on the topic.

## Results

To find the answers for the research questions, a public survey was held through detailed questionnaires and from that survey different responses received which answers the questions sufficiently, as large number of respondents are social media users and they often shop online as well. They believe that social media has triggered the e-commerce as because of the access of social media to all and sundry which allows them to get aware of the new trends and products time to time. Where social media is responsible for the communication between the people

around the world also social media allows them to shop the products from the international markets and stores. Respondents also believe that with the passage of time e-commerce ratio through social media will increase in near future. Due to that reason, they are also concerned that it may be the possibility that charm of social media will be deemed and social media will not hold that attraction and usage any more in near future but to them social media will become a place where will people shop only and will not be able to enjoy different services and charms of social media. There is a population among the respondents seems to be unsure about the future of e-commerce through social media as they are reluctant of online shopping and thinks that e-commerce is not the future and it is just a bubble due to social media which has increased the e-commerce and allow the people to shop online but facts and ground realities are different as there are people among respondents, for the time being who are reluctant of e-commerce at the moment but they think that e-commerce holds the future and social media is the best medium for e-commerce as social media allows the users to surf around and shop their interested items. Big amount of social media users thinks that social media allows them to take full details about a product with complete knowledge with its positives and negatives. As respondents also thinks that behind the success of e-commerce, there is a major part of advertisement and they are have right to believe so. As it is a fact that without advertisement it will be very difficult for the online shopping stores and brands to reach the masses at a same time. Among the respondents there is a perception found that e-commerce don't holds good track record in the sense of customer services and they thinks that traditional way of purchasing like face to face dealing holds meaning to both of them and good customer services is only preserved in traditional shopping. As social media is a make or break for the online stores and brands in the sense of services. As social media allows its users to read all the literature including reviews about a product or a store. It is believed that no matter if you are selling the most expensive product in the market but it will be worthless without good customer services. So customer services plays vital role before and after selling the product for both i.e. customers and vendors especially to keep and maintain their prestige in the global market.

There is a perception found that there is a huge difference of prices found on online and traditional way and to some extent it is quite right as it is observed that online prices are the fixed prices while in traditional shopping there is a margin of bargaining so mostly people prefers traditional shopping instead of online shopping just because of their pocket and they have right to chose their method of shopping however online shopping provides the users, the sense of competitiveness and range of variety of products among the brands and stores at one click while this factor is missing in traditional shopping as for that hours are required to wander

around shop to shop and market to market. There is also a pool of people thinks that e-commerce is not reliable as in the era of modern technology, the scammers also get advance and people gets hesitate to provide their credentials online so which makes reliability of e-commerce becomes suspicious once again but to protect the people from scammers, online transaction vendors also collaborate with the online stores and brands and gave full money back guarantee their users and also make them sure that their data will not be leaked or misused but in reverse scenario users holds all the rights to sue them in respective courts. So with the passage of time e-commerce is becoming reasonable and reliable as well. There is no question about face book that among all social media mediums face book is top leader in driving the e-commerce around the globe. In 2015 Face book influenced 52% of consumers' online and offline purchases, up from 36% in 2014. (Source: The Drum). For the branding and advertisement on face book, there are now more than 50 million small businesses using face book Pages to connect with their customers (Source: Face book). 4 million of those businesses pay for social media advertising on Face book. (Source: Forbes). The ecommerce stratosphere experienced explosive growth in 2014, growing by over 17%. Experts have pegged that by the 2017, ecommerce will generate well over \$370 billion per year in revenue (it topped \$220 billion in 2014). The average shopper will drop between \$1,500 and \$2,000 online this year, with the average holiday shopper spending about \$800-\$900 in 2015. Visits on e-commerce websites through face book are about 63% while from pinterest, twitter and YouTube are just 13%, 10.5% and 8% respectively. Similarly, conversion ratio through video content, face book is also on top by 1.85%, while YouTube holds 1.16%, Google plus captured 0.96%, twitter captures only 0.77% while pinterest holds only 0.54% (source: Ready Cloud). Face book is leading the social mediums among the global marketers because of their user-friendly interface and active users.

So, from the questionnaires it has been very encouraging from the facts sooner or later around the globe e-commerce will be the shopping mode in the future and people are also willing to adopt these changes as people thinks that it will save their time and with competitiveness and variety, they got more options on just one click. So, the whole process of e-commerce with the blend of social media is modernizing the life and easier as well at a time.

### **Limitations and Recommendations**

There are limitations for e-commerce through social media as it is not feasible for the technology reluctant people as they are not used to it. There are moiré chances they get fooled by scammers. In some countries there are limitations on payment modes i.e., PayPal services are available all around the globe but Pakistan is the country where PayPal don't offer their

services which makes awkward for people as they can't compete in global market efficiently as they have unable to take orders globally. To some countries due to scammers, globally they are banned for payments such as different countries in Africa and also in war affected areas. As far as different modes of payment have also put some restriction on online shopping. As in computer illiterate population it is very difficult that e-commerce prevails in that place as they are unaware of the usage so it makes them backward as well, where only traditional shopping is used.

To increase the e-commerce, so far social media websites has been proved very useful as social media websites captures whole globe and connected to same medium. From the last few years trends are changing, as from the advertisement houses has also established which do dedicated marketing for the item and products. Banking sector has also evolved in e-commerce, in such a way that they have offered different services along with specific discount for different brands and online stores. With the emergence of different stores, creates the atmosphere of competitiveness and variety among them and allow people to compare prices and let them choose the best one so we can say that social media has create the survival of fittest among the online brands and items. To increase the e-commerce will result in more economic growth and prosperity for people.

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