

Roles and Challenge of Social Media in E-Commerce Through Expert Review

Abstract

Everyone and every business has been profoundly impacted by social media to the point where it can no longer be ignored. Its growth has been meteoric in every market around the globe. E-commerce sites' ability to facilitate social interaction between vendors and buyers is becoming increasingly important in the framework of the current digital revolution. The most popular type of app was social media, followed by games, shopping, and messaging. The primary objective is to provide a comprehensive overview of the research conducted on a particular topic. It also can establish context for a research topic by demonstrating how current research builds on past work. This paper has searched pertinent literature using databases such as Google Scholar, PubMed, Scopus, etc. They employ particular keywords and criteria to identify the most pertinent articles. The identified papers undergo a screening based on their titles and abstracts. The most relevant results are chosen for full-text viewing. The text emphasizes the significance of social media in the evolution of e-commerce and the need for businesses to adapt and utilize these platforms for successful consumer engagement, brand development, and overall growth.

Keywords

Business; Challenge; E-commerce; Issue; Social media; Technology