

The Rise of Social Commerce

Prof. Shazad Kavrana and Pratima Jayswar

The Byramjee Jeejeebhoy College of Commerce, Mumbai, Maharashtra

Abstract: *In recent years, the landscape of e-commerce has undergone a significant transformation, propelled by the convergence of social media and online shopping. This fusion has given birth to what is now known as social commerce, a dynamic phenomenon reshaping the way consumers discover, engage with, and purchase products or services. Unlike traditional e-commerce platforms, which primarily rely on standalone websites or mobile applications, social commerce integrates seamlessly with popular social media networks, leveraging their vast user bases and interactive features to facilitate transactions directly within the social environment.*

Keywords: social environment