

# A Review on Connecting Social Media to E Commerce

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**Abstract:** *The Internet and its use in e-commerce have raised pervasive ethical, social, political issues on a scale unprecedented for computer technology. we live in an "information society", where power and wealth increasingly depend on information and knowledge as central assets. Controversies over information are often in fact disagreements over power, wealth, influence, and other things thought to be valuable.*

**Keywords:** E-commerce, Information Density, Personalization, Interactivity.

## 1. Introduction

E-commerce –the use of the internet and the web to transact business. Digitally enabled commercial transactions between and among organizations and individuals. Digitally enabled transactions include all mediated by digital technology. Five major types of e-commerce are;

- 1) Business-to-Business
- 2) Business-to-Consumer
- 3) Consumer - to- consumer
- 4) Peer - to-peer, M-commerce.

The access to internet creates large amount of data day-by-day. E-commerce websites such as eBay features many of the characteristics of social networks including real-time status updates and interactions between buyers and sellers. Some e-commerce websites also support the mechanism of social login, which allows new users to sign in with their existing login information from social networking services such as Face book, Twitter etc. Both these introduced a new feature last year had attracted more buyers which allowed more number of users to buy products directly from their websites by clicking a "buy" button to purchase items based on some adverts or other.

E-commerce merchants and consumers face many of the risk as participants in traditional commerce, albeit in a new digital environment. Reducing risks in e-commerce is a complex process that involves new technologies, organizational policies and procedures, and new laws and industry standards that empower law enforcement officials to investigate and prosecute offenders.

## 2. Important Aspects

Social media is a useful way for both companies and customers to create and distribute content about products sold online in the form of reviews, ratings and photos of the products in use. Such content has significant influence over potential customers and any business with an internet storefront should consider e-commerce in the context of social media. Social marketing presents one or more avenue for e-commerce marketing. The premise is simple. If our

customers are congregating at and listening receptively on Facebook, then it makes sense to talk to them on face book. To achieve the highest degree of security possible, new technologies are available and should be used. But these technologies by themselves do not solve the problem. Organizational policies and procedures are required to ensure the technologies are not subverted.

## 3. E-commerce Focusing on 4 points

### E-commerce

The internet is a worldwide network of computer networks and the World Wide Web is one of the internet's most popular services, providing access to over the two billion pages. E-commerce also called electronic commerce. Each of these components of our working definition of e-commerce is important. Digitally enabled transactions include all transactions mediated by digital technology. Commercial transactions involve the exchange of value.

### Information Density

The internet and the web vastly increase information-density the total amount and quality of information available to all market participants, consumers, and merchants alike. E-commerce technologies reduce information collection, storage, processing, and communications costs. In e-commerce markets, prices and costs become more transparent. Price transparency refers to the ease with which consumers can find out the variety of prices in market. cost transparency refers to the ability of consumers to discover the actual costs merchants pay for products.

### Personalization

Personalization means the targeting of marketing messages to specific individuals by adjusting the message to a person's name, interests, and past purchases. The technology also permits customization changing the delivered product or service based on a user's preferences or prior behavior.

Given the interactive nature of e-commerce technology, a great deal of information about the consumers past purchases and behavior can be stored and used by online merchants. The result is a level of personalization and customization unthinkable with existing commerce technologies.

### Interactivity

Unlike any of the commercial technologies of the twentieth century with the possible exception of the telephone, e-commerce technologies are interactive, meaning they allow for two-way communication between merchant and consumer. Television for instance cannot ask the viewer any questions, enter into conversation with a viewer or request customer information be entered into a form.

## 4. Future Enhancement

The boundary between e-commerce and social networking has become blurred. some e-commerce websites also support the mechanism of social login, which allows new users to sign in with their existing login information from social networking. Integrity refers to the ensure that information being displayed on a website, or transmitted or received over the internet. None of the e-commerce systems have adopted the use of micro-blogging and other demographic information; we are focused on the details of E-commerce, property rights, potential significance, information collected at e-commerce sites.

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