



Semester : VII

Subject : MIS

Academic Year: 2024-2025

## Social Computing for Business (Shopping)

Social computing in shopping is the combination of social media and e-commerce.

It social shopping is a method of electronic commerce that takes all of the key aspects of social networks- friends, groups, voting, comments, discussions, reviews etc. & focus them on shopping.

## Ratings, Reviews & Recommendations

Prior to making a purchase, customers typically collect information such as what brand to buy, from which vendor and at what price. Online customers do this by using shopping aids such as comparison agents & by visiting web sites.

The ratings and reviews come from the following sources:

- customers rating & reviews: integrated into the vendors web page, a social network page, a customer review site or in customer feeds (e.g. Amazon)
- Experts ratings & reviews: e.g. See Metacritic
- Sponsored reviews: paid for reviews
- Conversational marketing: the conversation through email, blog



# Major Categories of Social Shopping:

## ① Group Buying

Group of people to buy together at wholesale prices or at special deal of the day.

## ② Shopping Communities

It brings like minded together to discuss, share, shop & help communities. Many sites allows users to create custom shopping lists and share them with friends.

## ③ Recommendations:

Recommendations engines allow buyers to provide advice to fellow buyers & friends through conversation.

## ④ Social shopping market places:

### Benefits for buyers:

- 1) Good deals via group buying.
- 2) Socialize while shopping, receive social support
- 3) Know product.
- 4) Interact directly with brand & representative easily

### Benefits for sellers:

- 1) Improves sells
- 2) Improves revenue growth.
- 3) Feedback from customers.
- 4) Increase customer loyalty & trust