

A STUDY ON SCOPE OF SOCIAL E COMMERCE IN LUDHIANA CITY

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ABSTRACT

Social Ecommerce is a combination of social media and Ecommerce. Businesses are already using social media sites (Facebook) to market their products. Many social media sites (Facebook, Twitter, Pinterest) are testing Buy Button on their platform from where consumers can buy product with a single click without leaving Social media platform. Many of the social media sites is contacting stripe for managing the payment of the customers. This project focused on whether the combination of social media (Facebook) and ecommerce will be accepted by customers and retailers in Ludhiana or not. This study also studied the awareness level about the concept of Social Ecommerce among Ludhiana and for what purpose people residing in Ludhiana use Facebook. This research is trying to find that social media sites especially Facebook will be benefited or note by converting itself in to ecommerce platform.

KEYWORDS: Social, E commerce, Social Media.

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