



# International Journal of Research Publication and Reviews

Journal homepage: [www.ijrpr.com](http://www.ijrpr.com) ISSN 2582-7421

## From Scroll to Sale: The Growth, Drivers, and Challenges of Social Commerce in India– A Review of Literature

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### ABSTRACT:

In the dynamic changing world, trading activity has much developed from the barter system to internet purchasing. This evolution has generated significant economic growth and raised the convenience of shopping to another level. Online shopping, which has become a hotcake in the city, appeals to everyone. Shopping has literally turned from buying by feel and touch to one of click and pay. The many aspects of e-commerce—such as low prices, various payment options, home delivery, and an exchange system—help to explain its remarkable success. Social media is one of such factors supporting e-commerce. Social commerce has become rather successful because of the trends of the present market and the influencers.

Finding/Result: Online shopping has shaped the current market trend more than conventional shopping since social media's powerful influence and convenience of purchase.

Originality/Value: Various research have examined the advantages of the change from brick and mortar to click and mortar. This study has tried to find the change in consumer purchasing from scrolling to sale.

Paper Type: This paper is a content analysis of the data collected from various sources.

**Key Words:** E-retailing, social media, social commerce

### Introduction

Trading is historical; it began with the trade of cows and sheep and later much evolved for buying the commodities in trade for money. The correct pioneers in retailing were tiny family-run businesses called "mom-and-pop stores." Department Stores, shopping malls, Big box stores like Walmart, and E-commerce all helped to significantly expand it by offering the retail sector great growth. Studies show that although physical store sales were just 3.7% in 2018, e-commerce sales have grown by 15%.

The buying and selling activity conducted via the social media platform is social commerce. Social commerce integrating e-commerce and social media has transformed the online retail landscape in India. As smartphones and the internet keep spreading, Indian consumers are engaging more actively with brands through social media platforms. Social commerce enables buying and selling using social media channels including Facebook, Instagram, and WhatsApp. Its consumers are trust-driven and the nation's digital adoption rate is increasing, thus it has gained popularity in India. Focusing on its development, key drivers, obstacles, and opportunities, this article explores the body of knowledge on social commerce in India. It also looks at social commerce in India as it has evolved by means of a review of both academic and commercial literature.

### Objectives of the Study

This study aims to:

- To examine the growth trajectory of social commerce in India.
- To identify key drivers influencing consumer behaviour in social commerce.
- To evaluate the challenges and barriers to social commerce adoption.

### Methodology:

The study uses the interpretivism approach and content analysis; secondary data is gathered from web articles and Google Scholar publications. Sixty articles were collected and analyzed to fulfill the objectives of the project. Future research aims are the study gaps identified in the review.

## Review of related work:

Retail has changed quickly in the dynamic world. As it has developed, consumerism greatly affects the economic expansion of the country in the world. The consumer is the king of the market; many various factors shape his or her shopping behavior. Technological advances have allowed businesses to operate more flexibly than in previous. From the melas (local fairs) to click and buy today, India formed its shopping experience. Of the top five retail markets, India's retail sector makes up 10% of GDP and nearly 8% of employment generation. Tata Group, Future Group, Bharti, Reliance, and others have changed the retail sector. .

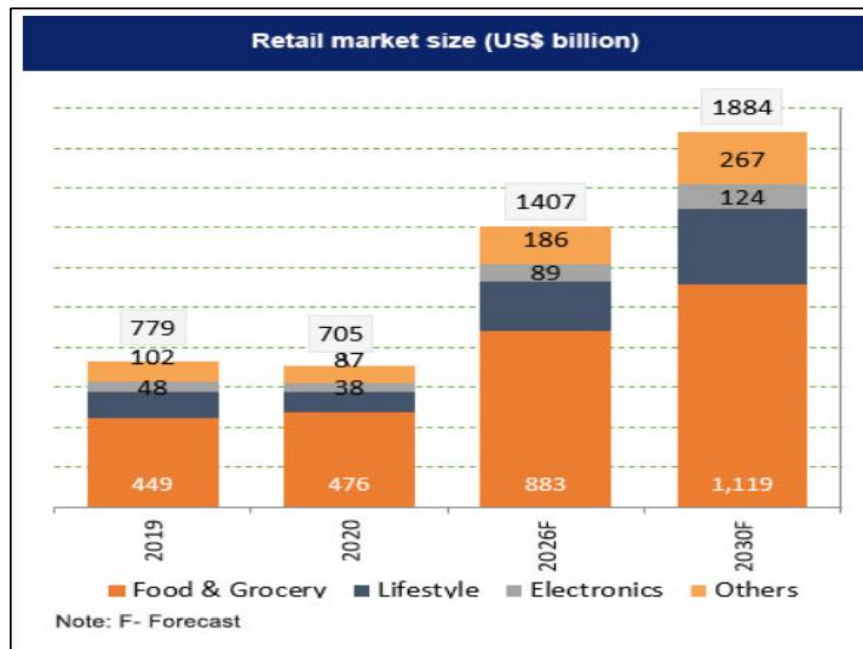


Figure 1: India's Retail Market Size [3]

Kearney Research forecasts India's retail sector to expand at a 9% pace between 2019 and 2030, from \$779 billion in 2019 to \$1,407 billion by 2026 and over US\$ 1.8 trillion by 2030 (Figure 1). By the end of 2025, the direct selling sector in India is projected to be worth \$7.77 billion USD. Besides China and the United States, no other nation has more e-retail customers. By 2030, modern logistics companies are projected to transport 2.5 billion Direct-to-Consumer (D2C) parcels. Over the next ten years, the percentage of used car sales conducted online is predicted to increase by nine times [3].

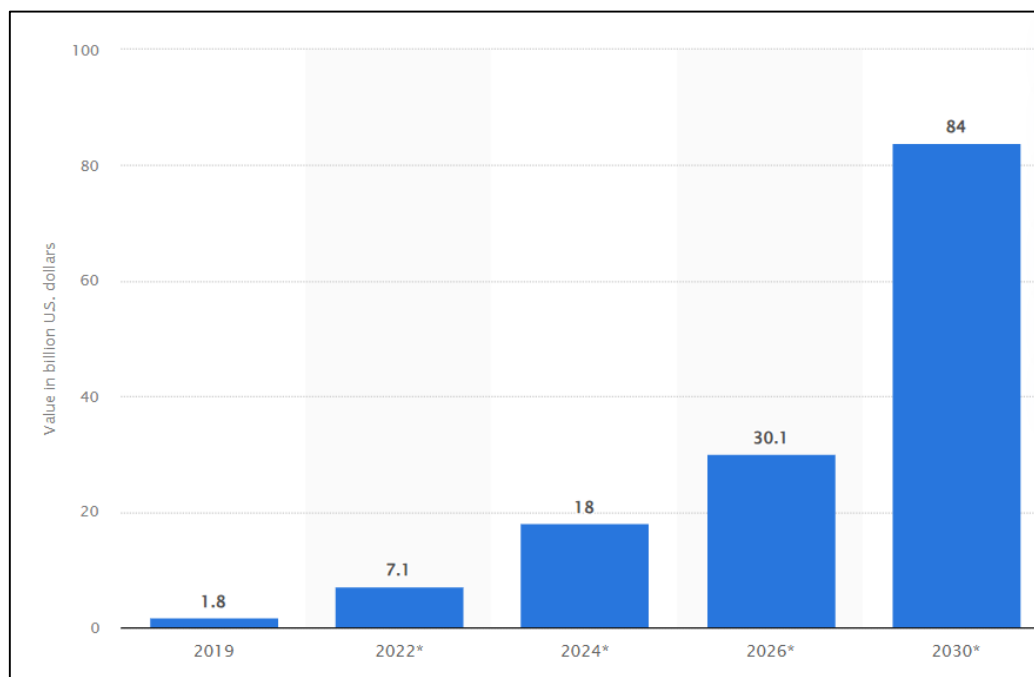


Figure 2: Social Commerce Growth in India [4]

The rapid growth of the social commerce market from 2019 to 2030 underlines its increasing dominance in the e-commerce sector. Worth \$1.8 billion in 2019, the market shot up to \$7.1 billion by 2022, a nearly fourfold increase in just three years. The forecasts indicate that the market will be \$18 billion in 2024, \$30.1 billion in 2026, and an amazing \$84 billion by 2030, implying this momentum will carry on. Emphasizing social commerce as a changing force in digital retail, this rapid expansion reveals a high compound annual growth rate (CAGR).

The early adoption period (2019–2024) with steady but strong growth followed by a hyper-growth phase (2024–2030) when the income path steepens dramatically are two main development stages. Growing consumer confidence in purchasing through social media channels, influencer-driven marketing, smooth in-app shopping experiences, and AI-driven tailored recommendations all help to explain this rise. Social commerce is altering how businesses engage with customers and eliminating the friction of traditional e-commerce by integrating shopping directly into sites like Facebook, TikTok, and Instagram.

The global push toward mobile-first shopping, live commerce, and community-driven purchasing decisions has also helped to speed social commerce adoption. The dominance of short-form video material, interactive ads, and peer recommendations has turned social platforms into powerful retail channels. Emerging economies, particularly in Asia, are also significantly contributing to this growth as platforms like WeChat, Shopee, and Pinduoduo have successfully integrated social interactions with commerce.

However, this rapid expansion causes challenges. Market saturation, changing laws, data privacy concerns, platform dependency, and other factors could endanger long-term viability. Brands wanting to gain from this movement should focus on building strong direct-to-consumer (D2C) strategies, leveraging artificial intelligence-driven insights, and fostering confidence through real engagement.

**Table: Factors Driving and Barriers to Social Commerce Growth**

Author(s) & Year	Key Factors Driving Social Commerce Growth	Key Barriers to Social Commerce Adoption	Key Findings
Chen et al. (2015)[6]	Trust, perceived usefulness, social support	Privacy concerns, data security risks	Trust enhances engagement, but privacy concerns deter users.
Hajli (2015)[7]	Social word-of-mouth, user-generated content	Perceived risk, lack of credibility	Positive reviews drive purchases; fear of fraud prevents adoption.
Zhang et al. (2016)[8]	Community engagement, AI-powered recommendations	Misinformation, weak regulatory framework	AI-driven personalization improves sales, but regulation is lacking.
Shekhar et al. (2020)[9]	Social proof, influencer marketing	Fraud risk, weak dispute resolution	Influencers boost credibility, but scams deter users.
Varghese et al. (2021)[10]	Brand engagement, convenience	Counterfeit products, fake reviews	Brand interactions increase trust, but fake products reduce confidence.
Noh et al. (2013)[11]	Platform usability, peer recommendations	Unverified sellers, unreliable payments	User-friendly platforms attract buyers, but security concerns persist.
Nasabi et al. (2023)[12]	Affordability, reseller networks	Legal gaps, resale complications	Affordability drives adoption, but legal uncertainties create risks.
Kim et al. (2013)[13]	Seller credibility, social interaction	Low seller accountability, weak return policies	Transparent sellers gain trust, but unclear refund policies hinder growth.
Hingad et al. (2021)[14]	AI-driven recommendations, chatbots	Technical glitches, platform security	AI enhances engagement, but platform instability deters customers.
George et al. (2019)[15]	Secure payment systems, logistics efficiency	Logistics inefficiencies, delivery delays	Reliable payment methods encourage purchases, but poor logistics create distrust.
Stephen et al. (2010)[16]	Network effects, community influence	Inconsistent user experiences	High engagement strengthens commerce, but quality varies across platforms.
Wang et al. (2012)[17]	Mobile-first engagement, seamless checkout	Trust issues, weak refund policies	Mobile shopping boosts convenience, but refund mechanisms need improvement.
Liang et al. (2011)[18]	Social network integration, trust networks	Cultural resistance, low digital literacy	Integrated platforms enhance credibility, but digital illiteracy slows adoption.
Zhou et al. (2013)[19]	Purchase incentives, brand advocacy	Limited product categories, niche market challenges	Discounts encourage loyalty, but social commerce is not suited for all industries.
Patel (2024)[20]	Targeted ads, influencer marketing	High transaction fees, platform dependence	Social media ads increase reach, but dependency on third-party platforms reduces profits.

## Conclusion

Social commerce is changing digital retail by combining social interactions with online purchasing experiences. This paper emphasizes important factors driving social commerce growth: influencer marketing, AI-driven recommendations, peer reviews, and smooth in-app purchasing. Simultaneously, it highlights significant barriers to social commerce adoption such as trust concerns, security issues, fraud, poor logistics, and legal questions. Social commerce is altering consumer behavior, but its ongoing success relies on addressing these challenges even as it does so. Dealing with issues with platform credibility, data security, and legal frameworks will enable users to trust more and encourage more use.

## Limitations of the study:

To start, the study mostly relies on secondary data sources—published papers, journals, and reports—which may not represent the most recent real-time developments in the sector. Regional variations in social commerce adoption have also not been much researched, therefore limiting the relevance of findings across different cultural environments and demographics. Furthermore, the study lacks primary research methods—surveys and interviews—that could provide direct insights into consumer attitudes, concerns, and motivations.

## Scope for Further Research

Future research should examine regional variations in social commerce adoption, looking at how cultural, economic, and technological factors influence consumer trust and participation across different demographics. Research on government regulations' impact on social commerce policies, blockchain-based transaction security, and AI-driven fraud detection will also benefit industry participants by offering insights on these subjects. A deeper awareness of consumer psychology, engagement strategies, and sustainable business models will help social commerce platforms to be more effective, therefore ensuring long-term growth and innovation in this fast changing digital environment.

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