

## Social Shopping: The good, the Bad and the Ugly

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### 1. Introduction

With the increased use of technology today, modern consumers are now moving towards the convenience of online shopping often seeking answers via various channels. The usage of online social networks (OSN) is emerging where consumers have access to useful information, conveniently and at no cost. These OSN are increasingly being used to obtain information, opinions, and to view discussions to make shopping decisions. Although the usage of OSN is growing rapidly, there is a lack of knowledge about how OSN can provide support to shopping decision makers, influence, and manipulate purchase decisions in general. The objective of this mini-track is to obtain insights and develop theoretical understanding on topics and issues related to influence of OSN on consumption orientated shopping decisions. This mini-track is aimed at encouraging research within the shopping OSN domain to understand how consumers make their decisions through the influence of OSN.

This is the second year this mini-track has been offered with growing interest in the topic. It welcomes conceptual, theoretical, and empirical papers that enrich our understanding of OSN and how they support and influence shopping decisions. All methodological approaches are appreciated. Topics of interest include:

- Decision Making
- Shopping
- Social Media and Networks
- Consumerism
- Influence and persuasion
- Peer pressure
- Advertising
- Marketing
- Fraud and deception
- Addiction
- Compulsive shopping
- Recommendations
- Decision Support
- e-commerce, mobile commerce, and social commerce

- Gen-X, Y, Z, millennial shopping
- Age, Gender, and Demographics
- Governance, Risk, and Compliance
- Security and Privacy
- Virtual shopping
- Shopping Games
- Group shopping sites
- Shopping communities
- Shopping Marketplaces
- Incentives
- Processes and Systems
- Tools and Technologies