

“An Analysis of Usage of Facebook Marketplace among the Youth towards digital entrepreneurs”

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Abstract

Technology plays a very important role in the growth of business and economy. Online shopping has become a new trend of shopping nowadays and is quickly becoming an important part of lifestyle. Due to wide spread internet access by people and e-commerce usage by traders, online shopping has seen a massive growth in recent years. The social media is playing an important role in increasing the urge of shopping among youth. This paper attempts on the checking the awareness of option marketplace available in the facebook and its role in the growth of digital entrepreneurs. The results of the study highlighted that there is a significant relationship of online shopping with gender, internet literacy, and online product price. Similarly the study also highlighted that there is no significant relationship of online shopping with education and website usability.

Keywords: Social media, Facebook, Marketplace, Digital Entrepreneurs, Bangalore

Introduction:

The evolution of the Indian entrepreneurship can be traced back to even as early as Rig-Veda, when metal handicrafts existed in the society. This would bring the point home that handicrafts entrepreneurship in India was as old as the human civilization itself, and was nurtured by the craftsmen as a part of their duty towards the society. Before India came into contact with the West, people were organized in a particular type of economic and social system of the village community. Then, the village community featured the economic scene in India. The Indian towns were mostly religious and aloof from the general life of the country.

Entrepreneurship has been examined from many different research standpoints. Floyd and Wooldridge analysed entrepreneurship from the perspective of knowledge creation used to restore organizational capabilities. Furthermore, Ramsey and Ibbotson took a macro and micro-perspective on entrepreneurial enterprises and discussed e-opportunities for economic development and the internationalisation of small Irish firms. These researchers argued that the willingness to embrace e-business will determine the future success of Ireland in the digital

economy⁹. Birkinshaw approached these problems globally and investigated entrepreneurship in subsidiaries of multinational firms. Changes in the external enterprise surroundings are a strong antecedent of entrepreneurship. Dess et al. and Bratnicki also emphasize that entrepreneurship is difficult to define due to different aspects in which it may appear; in other words, entrepreneurship is a process, which occurs in specific time and context (Bratnicki).

Digital entrepreneurship has been regarded to be a subcategory of entrepreneurship, oriented at digitization (virtualization) of selected or all business activities and processes, which in a traditional organizations were performed physically (Hull CE). These new models of entrepreneurship, which use information technologies such as the Internet, are also termed cyber entrepreneurship (Carrier et al), entrepreneurship in digital space(Hafezieh) or digital entrepreneurship (Hafezieh N). Carrier et al. highlighted that cyber-entrepreneurship is, in itself, an innovative business practice that enables business opportunities to be detected and seized. The relationship between digital entrepreneurship and changes in the external environment of a firm triggered by the growth of the Internet have been studied extensively. Kathuria and Joshi showed that the growth of the Internet transforms enterprise environment in already existing firms while the firms respond to such changes by exhibiting entrepreneurial attributes.

Social media are interactive computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. The variety of stand-alone and built-in social media services currently available introduces challenges of definition; however, there are some common features:

1. Social media are interactive Web 2.0 Internet-based applications.
2. User-generated content, such as text posts or comments, digital photos or videos, and data generated through all online interactions, is the lifeblood of social media.
3. Users create service-specific profiles for the website or app that are designed and maintained by the social media organization.
4. Social media facilitate the development of online social networks by connecting a user's profile with those of other individuals or groups.

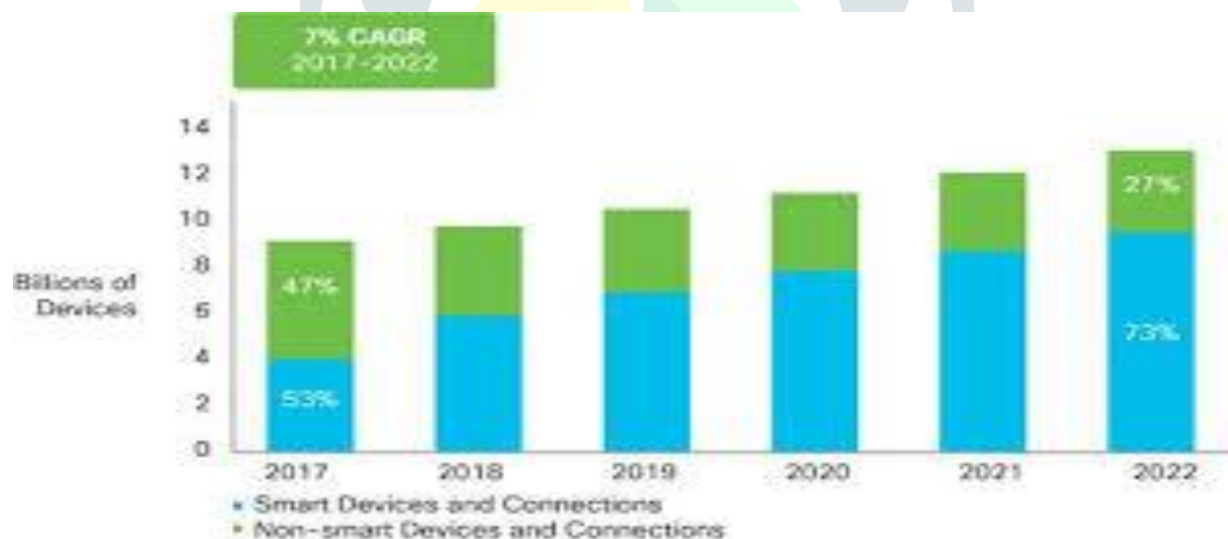
Review of literature:

(KIYICI, 2012), in his study of internet shopping behavior of college of education students, tried to find out the role of familiarity and income and possession of credit card on online shopping. His results found out that that male students teacher are more familiar and have more positive attitude than female student teacher. Teacher students, who have more monthly income and have more internet self-efficacy have positive attitude and intension to shop online. Participants, who have credit card, have more familiarity and less anxiety concerning internet shopping.

The study of (Delafrooz, Paim, and Khatibi, 2010), tried to find out the factors influencing students' attitudes towards online shopping in Malaysia through a five-level Likert scale self-administered questionnaire, which was developed based on prior literature. The multiple regression analysis demonstrated the most significant determinants of consumers' attitudes towards online shopping. The results indicated that utilitarian orientation, convenience, price, and a wider selection influenced consumers' attitudes towards online shopping. Therefore, e-retailers should emphasize a more user- friendly function in order to provide utilitarian customers a way to find what they need efficiently.

The thesis of (Delafrooz, 2009), found that the level of online shopping intention was relatively high and direction of attitude towards online shopping was positive among the postgraduate students. Moreover, it was found that utilitarian orientation and hedonic orientation, perceived benefits and demographic characteristics (gender, age, and income) were significantly and positively correlated with the attitude towards online shopping. In addition, the result revealed that the perceived behavioral control and attitude were significantly and positively correlated with online shopping intention.

(Kim, 2010), in his study found out that the consumer factor, comprised of privacy, security and trust, time saving, ease of use, convenience, enjoyment provided by shopping, company reputation and tactility, was most significant for who intended to purchase online and who did buy online.



The study of (Wambui, 2010), tried to find out the characteristics of online shopping adopters among university students and went further to unearth the reasons behind non- adoption and adoption of online shopping. The findings of the study revealed that there was a high level of awareness of online shopping but very low use of the same. Findings also showed that online shoppers were mostly male, most of them were aged 30 yrs and below and most earned higher incomes. Some of the reasons cited for non adoption of online shopping were concerns about financial security and discomfort in sharing of personal information online. Some of the reasons

cited for adoption of online shopping were the ease of buying products from anywhere in the world, and the ability to choose from a wide variety of products.

Research Methodology:

A survey was conducted with target population as the students of Bengaluru Central University. The data collected through with a structured questionnaire. A total of 150 responses were collected. Convenience sampling, which is one of the non probability sampling methods, has been used in this research because of ease of accessibility of the sample.

statistical tools such as percentage analysis and chi square test for independence has been conducted to compute the findings.

Objectives of the study

The purpose of this study is to find out the impact of five factors like internet literacy, gender, educational qualification, website usability and online product price on online shopping through face book market place on a specific group of population i.e. the students. As such the objectives are:

- To understand if gender has any impact on online shopping through marketplace among the students.
- To understand if educational qualification has any impact on online shopping among the students.
- To find whether internet literacy has any impact on online purchase among the students.
- To examine if product price quoted online has any impact on online shopping among the students.
- To verify whether website usability has any impact on online shopping among the students
- To provide suggestions to digital entrepreneur about selecting marketplace.

Social Media:

Users typically access social media services via web-based technologies on desktops and laptops, or download services that offer social media functionality to their mobile devices (e.g., smartphones and tablets). As users engage with these electronic services, they create highly interactive platforms through which individuals, communities, and organizations can share, co-create, discuss, and modify user-generated content or pre-made content posted online.

Networks formed through social media change the way groups of people interact and communicate. They "introduce substantial and pervasive changes to communication between organizations, communities, and individuals." These changes are the focus of the emerging fields of techno-self studies. Social media differ from paper-based media (e.g., magazines and

newspapers) and traditional electronic media such as TV broadcasting in many ways, including quality, reach, frequency, interactivity, usability, immediacy, and performance. Social media outlets operate in a dialogic transmission system (many sources to many receivers). This is in contrast to traditional media which operates under a monologic transmission model (one source to many receivers), such as a newspaper which is delivered to many subscribers, or a radio station which broadcasts the same programs to an entire city. Some of the most popular social media websites, with over 100 million registered users, include Facebook (and its associated FacebookMessenger), YouTube, WeChat, Instagram, QQ, QZone, Weibo, Twitter, Tumblr, Telegram, Reddit, Baidu Tieba, LinkedIn, LINE, Snapchat, Pinterest, Viber, and VK.

Role of social media in the growth of Entrepreneurs

The importance of social media in business is growing at warp speed. With more and more people joining social media sites and using them regularly/efficiently, the social media industry is bound to become bigger in the coming years. It's booming like never before.

No, the social media wave isn't ending anytime soon. And your business should take advantage of it if you want it to survive.

With such amazing growth, every business today needs to leverage proper social media channels in the best possible way. Not because it's the "in thing", and not because it sounds simple, but because their target audience is hanging around the popular social networks. And they're engaging with their favorite brands and connecting with them on different levels.

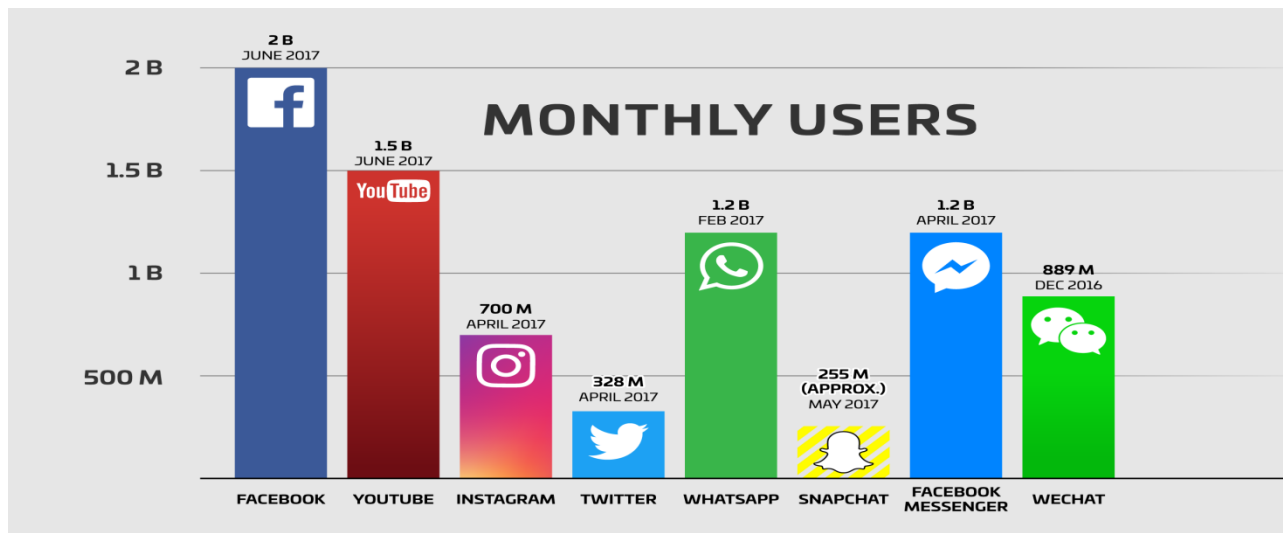
By giving your business brand the social media touch, you not only generate more business but also connect with your customers better and serve them on a higher level. It actually makes your digital marketing easier.

According an infographic published by Ambassador, 71% of consumers are more likely to recommend a brand to others if they have a positive experience with it on social media.

Here are some more social media statistics that prove beyond doubt the importance of social media in business. Your business needs to leverage sites like Facebook, Twitter and LinkedIn to keep up with the competition.

- The number of social media-using adults has gone from 7% in 2005 to 69% just ten years later.
- Social media use on mobile devices is seeing a 30% growth every year.
- 2 million business today use Facebook advertising for promoting their products and services.

No of users of social median on the basis of Month



About Facebook:

Facebook is a social networking service launched as **FaceMash** in July 2003, but later changing to **The Facebook** on February 4, 2004. It was founded by Mark Zuckerberg with his college roommate and fellow Harvard University student Eduardo Saverin. The website's membership was initially limited by the founders to Harvard students, but was expanded to other colleges in the Boston area, the Ivy League,¹ and gradually most universities in the United States and Canada, corporations, and by September 2006, to everyone with a valid email address along with an age requirement of being 13 and older.

Facebook was initially incorporated as a Florida LLC. For the first few months after its launch in February 2004, the costs for the website operations for thefacebook.com were paid for by Mark Zuckerberg and Eduardo Saverin, who had taken equity stakes in the company. The website also ran a few advertisements to meet its operating costs.

About Facebook Marketplace

According to Mr. Mary Ku, Director of Product Management

Facebook is where people connect, and in recent years more people have been using Facebook to connect in another way: buying and selling with each other. This activity started in Facebook Groups and has grown substantially. More than 450 million people visit buy and sell groups each month — from families in a local neighbourhood to collectors around the world.

To help people make more of these connections, today we're introducing Marketplace, a convenient destination to discover, buy and sell items with people in your community. Marketplace makes it easy to find new things you'll love, and find a new home for the things

you're ready to part with. We'll continue to build new options and features to make this the best experience for people.

To visit Marketplace, just tap on the shop icon at the bottom of the Facebook app and start exploring.

It helps to Discover Items for Sale near You

Marketplace opens with photos of items that people near you have listed for sale. To find something specific, search at the top and filter your results by location, category or price. You can also browse what's available in a variety of categories such as Household, Electronics and Apparel. Use the built-in location tool to adjust the region you're looking in, or switch to a different city altogether.

When the people are using facebook if any advertisements comes if we like that we will click on that image to know the more details of that product including price, seller detail, location and soon.

Procedure to post the ads at facebook marketplace.

Selling an item in Marketplace is just as easy as browsing for one. Simply:

1. Take a photo of your item, or add it from your camera roll
2. Enter a product name, description and price
3. Confirm your location and select a category
4. Pos

As of October 2018, more than 800 million people globally use Marketplace each month to browse, buy, or sell items.

As competition increases and omnichannel strategies come into play, merchants are looking for new ways to diversify their sales channels — which include tapping into existing networks and online platforms.

Facebook Marketplace is a place for people to discover, buy and sell items. By listing on Marketplace, you can reach buyers where they already are

BigCommerce.

Currently, access to Facebook Marketplace by BigCommerce merchants is limited to those selling in the following categories:

- Accessories.
- Apparel (Men & Women).
- Baby & Kids.
- Bags & Luggage.
- Beauty (Women).
- Home Furnishings

Categories of products available in Facebook Marketplace

- Classifieds.
- Clothing & Accessories.
- Deals.
- Electronics.
- Entertainment.
- Family.
- Hobbies.
- Home & Garden.
- Housing.
- Vehicles.

There are several ways you can edit your Marketplace listing to attract more sellers. Try one or more of these methods and see if it works.

- Optimize your listing by including more keywords in the title and description.
- Write a longer description with more details about the item.

Facebook Marketplace Rules

To learn more about Marketplace, including what kinds of products are allowed and prohibited, view the Facebook Marketplace Commerce Policies.

The Commerce Policies apply to Marketplace, buy and sell groups, page shops, and Instagram Shopping.

1. Certain items cannot be sold.

Facebook maintains a list of items that are not allowed to be sold on Marketplace. These items include:

- Adult products or services.
- Alcohol.
- Animals.
- Digital media and electronic devices.
- Event tickets.
- Gift Cards.
- Healthcare items (thermometers, first-aid kits, etc.).
- Illegal, prescription or recreational drugs.
- Tobacco products or tobacco paraphernalia.

- Unsafe supplements.
- Weapons, ammunition, or explosives.

2. You must sell a physical item.

Anything that isn't a physical product for sale cannot be sold. For example:

- "in search of" posts.
- lost and found posts.
- Jokes.
- News.

Services like housekeeping, as well as event tickets, are only available on the marketplace by coordinating with one of Facebook's partners.

3. The description of the item must match the image.

The photos of the item you upload must match the title and description that you give it.

4. Before-and-after pictures are prohibited.

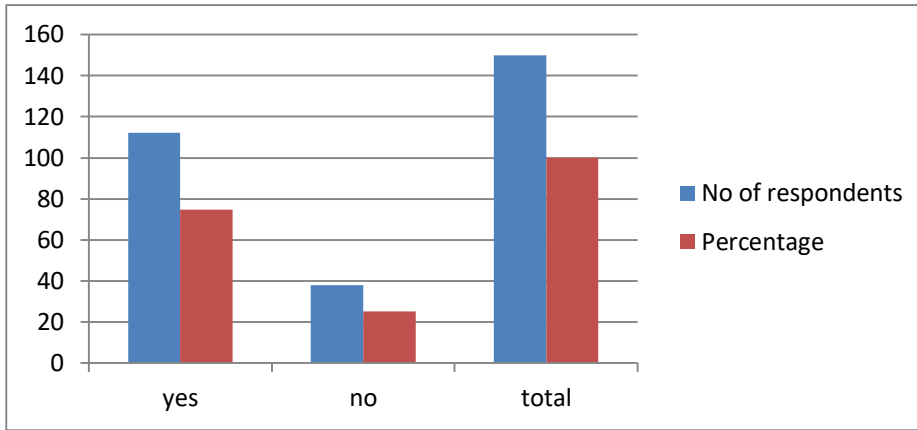
Items for sale on Facebook can't show a before and after picture (example: a photo showing weight loss). Facebook has gone through great lengths to ensure that Marketplace is a safe place for people to buy and sell online. If your item is delisted and you do not think you've violated the Commerce Policies, you may appeal the decision and Facebook will take another look. If you come across an item for sale that you feel violates the Commerce Policies or Facebook's Community Standards, you have the option to report the item and the seller.

Data analysis and Interpretation

Table 1: Showing the number of people shop online

Online shopping behaviour	No of respondents	Percentage
Yes	112	75
No	38	25
Total	150	100

Graph: 1 Showing the number of people prefer to shop in online

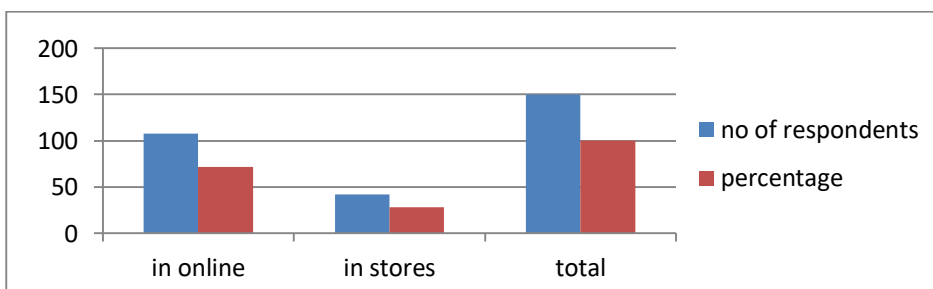


From the above table it is clear that 75% of respondents prefer to shop in online stores and only 25% of respondents not to prefer to shop on online

Table 2: verity of goods in shopping

Type of shopping	No of respondents	Percentage
In online	108	72
In stores	42	28
Total	150	100

Graph 2: Showing the verity of goods available for shopping

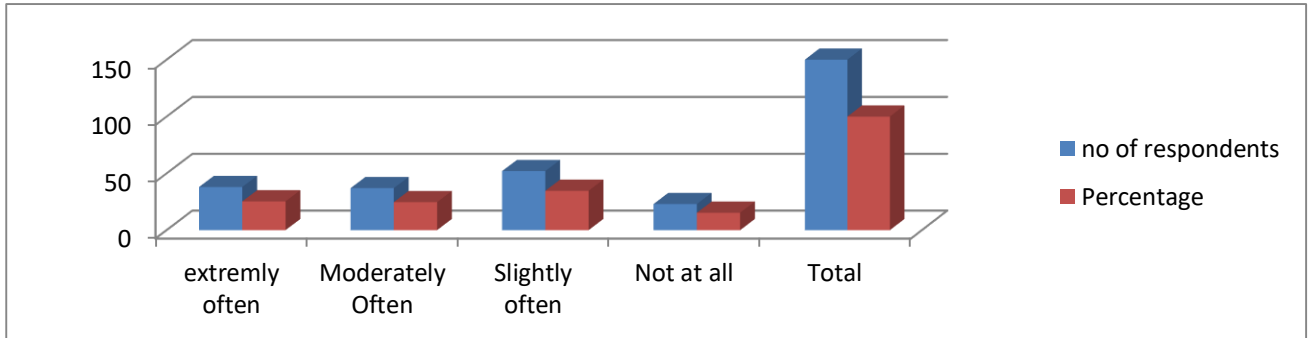


72% of the respondents feel that in online verity of goods are available. And 28% of respondents says in stores verity of goods are available.

Table: 3-How often they shop in online

How often	No of respondents	Percentage
Extremely often	38	25
Moderately Often	37	25
Slightly often	52	35
Not at all	23	15
Total	150	100

Graph: 3 Showing the how often the respondents shop in online

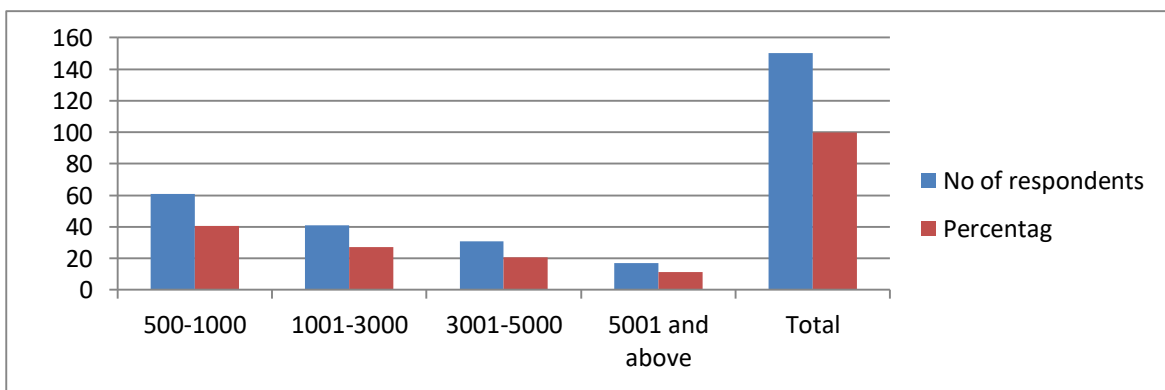


From the table we can say that 52% of respondents shop slightly often in online. And 23% of respondent says they will not shop in online.

Table 4: Money spent to purchase in online per month

Money level	No of respondents	Percentage
500-1000	61	41
1001-3000	41	27
3001-5000	31	21
5001 and above	17	11
Total	150	100

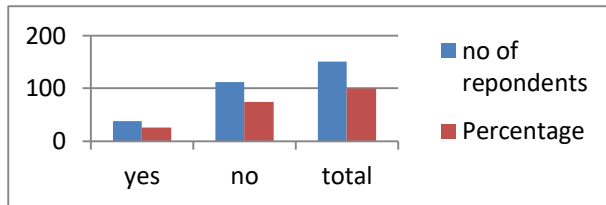
Graph 4: Showing money spent by respondents spends to purchase online per month.



From the table it can be said that 41 % of respondents spends 500 to 1000 rupees per month for shopping on online.

Table 5 Awareness about Facebook Market Place

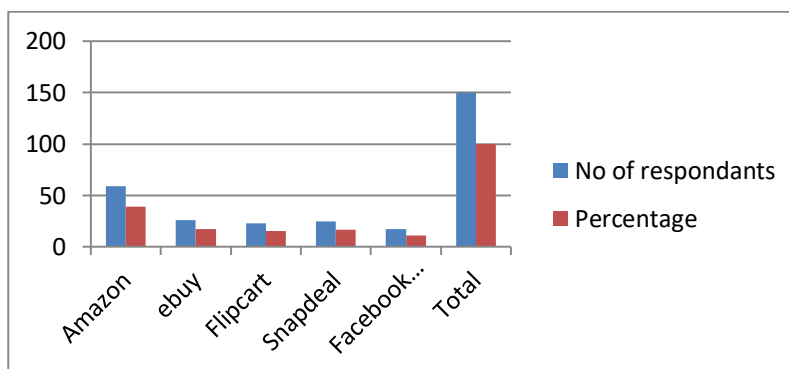
Level of awareness	No of respondents	Percentage
Yes	38	25
No	112	75
Total	150	100

Graph 5 Showing awareness about the Facebook Marketplace.

Only 25% of respondents know about the option of marketplace in facebook. And 75% of the respondents are not aware of the facebook market place.

Table 6 online site preferred for shopping

Online site preferred for shopping	No of respondents	Percentage
Amazon	59	39
Ebuy	26	17
Flipcart	23	15
Snapdeal	25	17
Facebook Market Place	17	11
Total	150	100

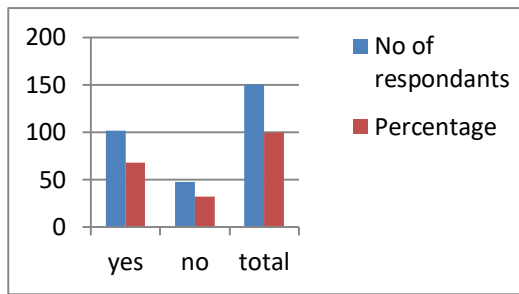
Graph 6 Showing the online site preferred for the online shopping

Majority of the respondents that is around 39% of the respondents prefers to shop in Amazon and in least place Facebook Marketplace is with 11% respondents.

Table 7: Is Price of products in online is higher than traditional market

High level of price	No of respondents	Percentage
Yes	102	68
No	48	32
Total	150	100

Graph-7 Price of products in online is higher than traditional market

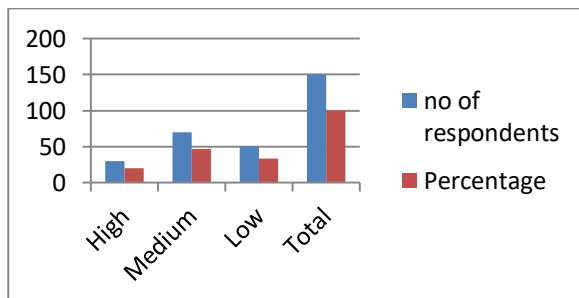


Inference: About 68% of respondents feel that the price of the products in online market is more than the traditional market.

Table-8 Quality of product in Facebook Market place

Level of Quality	No of respondents	Percentage
High	30	20
Medium	70	47
Low	50	33
Total	150	100

Graph 8 Showing the Quality of product in Facebook Market place

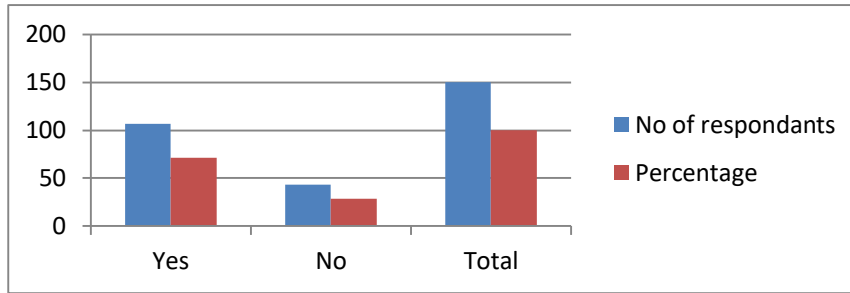


Inference: 47% of the respondents express their view that the quality of the product in marketplace is medium quality. And 30% of the respondents say low quality.

Table 9: Internet literacy and shopping in Facebook Marketplace

Familiarity in shopping	No of respondents	Percentage
Yes	107	71
No	43	29
Total	150	100

Graph 9: Familiarity in shopping in Facebook Marketplace

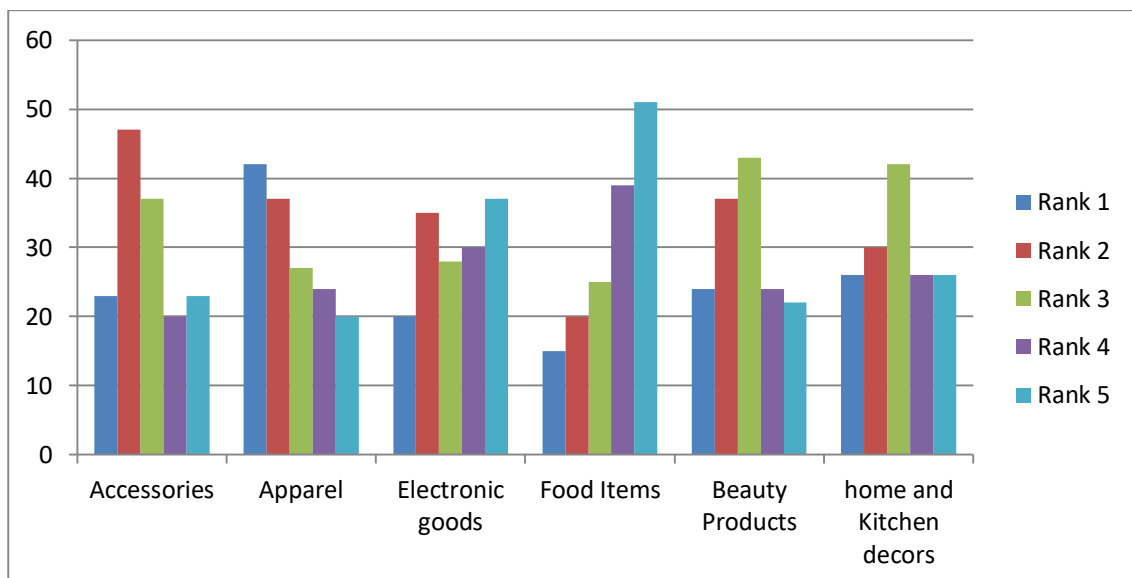


Inference: 71% of the respondents are familiar with online shopping and 29% of the respondents are not aware on facebook marketplace.

Table 10: Rank the category of products usually buy through facebook market place

Type of goods	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Total
Accessories	23	47	37	20	23	150
Apparel	42	37	27	24	20	150
Electronic goods	20	35	28	30	37	150
Food Items	15	20	25	39	51	150
Beauty Products	24	37	43	24	22	150
home and Kitchen decors	26	30	42	26	26	150

Graph 10: Showing the Rank the categories of products usually buy through facebook market place.



Inference: From the above graph according to the ranking apparel in the first rank, accessories is in the 2nd rank and food items in the 5th rank.

Findings:

1. It is identified that 75% of respondents like to shop online and 25% not shopping in online.
2. 72% of respondents says they can get verity of goods in online shopping where as only 28% says in stores.
3. 34% of respondents slightly often shop in online and 15% of respondents do not shop on online
4. 41% of respondents spends money a range of 500-1000 per month for shopping through online and only 11% spends more than 5001 per month to shop in online.
5. only 25% of the respondents are aware of Facebook marketplace
6. 39% of respondents shops in Amazon and only 11% of respondents shops in the facebook marketplace
7. 68% of respondents feels that the price of goods in online market is higher than traditional market.
8. 46% of respondents says that the quality of the product available in online market is medium quality
9. 71% of respondents feels that the internet literacy is needed to shop in facebook market place
10. The category of goods available in the marketplace are ranked. The first rank is given to Accessories with 60% followed by apparels with 52%

Suggestions:

From the above analysis it is clear that the online shopping has very good growth in the coming days. As one of the study says that there will be a huge increase in the number of smart phone users by 2020 the entrepreneurs can market their products through social media.

But there are some keen areas where the digital entrepreneurs should give more concentration. Such as

- They have to take the necessary steps to create awareness about the online shopping and about its advantages to the public so that they can increase the sales.

- Facebook is the major player in the social media but many respondents are not aware of the market place option available in the facebook app. They should create awareness about the site.
- The availability of products in the marketplace should give an opportunity to customers a verity of the goods so that they can visit our site and they can shop our products.
- Digital entrepreneurs should concentrate on the reducing the price of the product. Because in the survey majority of the respondents said that the price of the products are high. They can reduce the price by reducing the cost of production or delivery charges.
- The quality is another factor which is very important for creating the trust in the minds of the customer. Hence it's the responsibility of the entrepreneurs to provide good quality products to the customer.
- Majority of the customers are shopping the goods such as accessories and apparels more in the online hence it's advisable to the entrepreneurs to sell these king of goods so that they can make profit and face the competition.

Conclusion

Technology plays a very important role in the development of economy and the society. Now a day technology is used to run the business. The entrepreneurs who are using the concept of ITC in their business they are called the digital entrepreneurs. In the study we analysed the role of social media in creating, developing and sustaining in business for longer period. The option of Marketplace in the facebook provides verity of good to the general public on the basis of convenient place. But majority of the respondents in the study are not aware of this option hence it is advised that digital entrepreneurs place a very important role in creating job opportunities. They can use the option of Facebook Market place but at the same time they have to concentrate on some suggestions. If they follow the suggestion and market their product in the market place they can attract more customers and achieve higher profit.

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