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We feel honoured and privileged to present the Bi-Annual Peer Reviewed Refereed Journal, ISSN (Online): 2583-5203, Volume 4, No. 02, December, 2025 among our esteemed readers and academic fraternity.

This Journal is the outcome of the contributions of insightful research-oriented papers/articles by various eminent academicians, and research scholars in a highly organized and lucid manner with a clear and detailed analysis related to the emerging areas in the fields of Social Sciences and Allied Areas.

The views expressed in the research-oriented papers/articles solely belong to the paper contributor(s). Neither the Publisher nor the Editor(s) in any way can be held responsible for any comments, views and opinions expressed by **paper contributors**. While editing, we put in a reasonable effort to ensure that no infringement of any intellectual property right is tolerated.

We also express our sincere thanks and gratitude to all the contributors to research papers/articles who have taken pain in preparing manuscripts, incorporating reviewer(s) valuable suggestions and cooperating with us in every possible way.

We also express our heartfelt gratitude to all the esteemed members of the Editorial Board, Esteemed Reviewer(s) who despite their busy schedules have given their valuable time, suggestions and comments to enrich the quality of the contributory research paper(s) in bringing to light this June issue.

Last, but not least, we revere the patronage and moral support extended by our parents and family members whose constant encouragement and cooperation made it possible for us to complete on time.

We would highly appreciate and look forward to your valuable suggestions, comments and feedback at editorbr2022@gmail.com

December, 2025
West Bengal, India

PEMA LAMA
Editor-in-Chief

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RESEARCH ARTICLE

The Unfolding Landscape of Facebook Marketing: Hurdles and Prospects

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ABSTRACT

The emergence of Facebook as a marketing manifesto has created contemporary opportunities for businesses to expand their target audiences. For vocations, Facebook is an ambiguous thing. At one finger print, it puts forward unparalleled golden opportunities to interrelation with the customers, in contrast, it presents a multitude of confrontations that can leave even the most seasoned marketers feeling, in addition to being annoying, frustrated, and overwhelmed. However, FB vendors also face numerous confront inclusive of algorithm swaps, advertising regulations, and shoppers' behaviour.

This study delves into the world of Facebook marketing, exploring the real-life provocation faced by the business executive and the grand design used them overcome these. This manuscript aims through a succession of case studies to examine the impact of these hurdles on marketing strategies, women's vendors' state of mind & customers' behaviour in relation to them. The findings provide insights into the complexities of Facebook marketing and uncover pragmatic recommendations for women entrepreneurs look round for to navigate these challenges and optimise their Facebook marketing efforts.

1 INTRODUCTION

The exigency of E-commerce has arisen following the emergence of Information Technology, giving rise to the birth of the Digital Economy (Leerapong et al., 2013). The web based social media platform such as Facebook, Instagram, what's app etc. which aren't even enable users to communicate, share ideas, information, photos, videos, feelings, content etc. at zero cost publicly synchronism & asynchronism simultaneously provide e-commercial platform for business, vast marketplace for easy & dynamic promotion of product & services, personalized product recommendations; & rapidly acquire target clients (Bhutada, N., 2022)

Among all-accessible web-based media, Facebook, which is the most popular social media platform (Bhutada, N., 2022); was created by one of the scholars of Harvard University, Mark Zuckerberg, in 2004

as Facebook.com (Wikipedia), renamed in 2005 as Facebook, entitling user to operate it as a Social Media platform, accompanied from 2007 an unofficial peddle platform. Nonetheless, since October 2016, when Facebook officially launched its Marketplace, FB Page Shop (May 2020), FB Live Selling, and Facebook C2C groups, individuals, traders, and businesses have been advertising & retailing their merchandise to local & overseas communities (Kumar, N. 2025).

Owing to the uninterrupted broadening of Information Technology, the internet & the changing way of life, in 2014, Facebook had 1.39 billion monthly active users; however, in 2024, Facebook had 3.07 billion monthly active users, depicting a comprehensive growth of 120.86 % in a decade (Facebook Statistics, 2025).

The COVID-19 Pandemic has additionally expedited the acquisition, utilisation and acceptance of

the Facebook Marketplace because of indoor activities and electronically connected transactions, resulting in an enlargement of online purchases & sales undertakings (Pangarkar, T. 2025). Upshot, from the date March 2020, Facebook Marketplace has seen a boost up of 30% increase in users compared to the preceding month. (Facebook newsroom)

At the moment, Facebook Marketplace, which is amalgamated with the Facebook platform, & Facebook website, leveraging the existing users to effortlessly reach millions of supporters worldwide (Pangarkar, T. 2025). Since 2022, worldwide, Facebook Marketplace is available across 100 countries, as well as 100 million businesses vigorously operating Facebook Marketplace; even so, its familiarity stretches across different provinces, territories & nations accordingly. Beginning in September 2021, the highest Facebook Marketplace procurer was the United States, followed by Brazil, India, Indonesia, and Mexico. Since 2022, India has encountered an immense widening of 60 million periodic nimble users in the Facebook Marketplace (Kumar, N.2025). The most traded mechanised on Facebook Marketplace are Clothing, Fashionable accessories & trendy Jewellery, home decor, residential furnishing (especially Furniture), together with healthcare supplies, skincare products, homemade or customised merchandise, followed by pet supplies. (Statista, 2025). Among all the social media shoppers, 51.2 % purchasers have latest purchase from Facebook marketplace. Among neoteric Facebook purchasers, 77.4% Facebook buyers shopped from Facebook Marketplace, followed by 14.4% & 8.12% from Facebook Page shop & Facebook Messenger, respectively. (Statista, 2025).

The flourishing country like India, where a massive percentage of women are the ladies of the house & they often spend the majority of their time in domestic chores, which is neither the production sector nor generates any income for them. (Dasgupta, 2021). Need monetary independence for acquiescence and empowering these unmerited ladies, on the Indian economy will likely boost up. In the present scenario, where social media is considered as an effective strategy for commercial marketing, especially Facebook, which

is furnishing uncomplicated accessibility, extended networking to interact, convey & communicate with individuals residing diversely & businesses located divergently across globally in conformity with their suitable hours. (Dasgupta et al., 2021)

2 REVIEW OF LITERATURE

In this article, the numerous aftermaths of E-Commerce on business activities have been studied. Owing to a superficial approach, it has the potential to be rapidly acquired even in the developing and underdeveloped countries. Its flexible and pragmatic influence, including bottommost production cost, decreased price of inventories, economical advertisement charges weighing up from conventional and offline segments approaching the B2B (Business to Business) & B2C (Business to Consumer) pre-eminent forms of E-Commerce (Hoq et al., 2005). In the economic upgradation of any province, the role of female entrepreneurs is immense (Minniti, 2010). The probe found that, on account of the success of CRM, the SNSs Governance has the strongest influence on SME's potential to bring into play is Facebook, with incorporation assistance of reviews, well-equipped emphasis to communicate with existing and potential customers (Abedin, 2016). Another article examines the effectiveness of Facebook pages on Hotel marketing and the pleasures impacting the active engagement of consumers.

The coherence of Social Media Marketing ascends the active members. Forby, the vigorous shoppers appreciate the online brand communities and their righteous etiquette, affecting the constructive publicity of the Facebook Hotel Pages and Communities (Kang, 2018). The digital manifesto might be a conviction of the entire aperture of the swapping of information, goods & services between the shoppers & the consumers. It's also requisite to recognise that Community itself, the foremost fragment of the Digital Platform, lacking the community, the fundamental desirability of Digital Platforms is scant (Watts, 2020). This study suggested that Facebook serves as an effective marketing tool for connection among buyers and sellers (Bhutada, 2022). This research has shed light on the positive relationship

among Facebook-based Social Media Marketing,

Facebook-based online business, perceived trust, perceived benefits & perceived information with Facebook-based online purchase orders, but an unimportant association between Facebook-based online purchase orders & perceived interactivity in the South Asian countries like India, Pakistan & Bangladesh. (Hossan, 2023). This research highlighted that, the emerging Social Media platform such as Facebook Marketplace; Facebook pages; Facebook lives & Facebook C2C (consumer to consumer) groups, which vends furniture, garments, shoes, jewellery, home decors, electronics, bicycles and sports equipment, power tools, toys & games, collectibles, pet supplies, books, antiques & vintages items, kitchen appliances, seasonal items & outdoor gears (Amasty, 2025).

3 OBJECTIVES OF THE STUDY

The objectives of the study are as follows -

- To comprehend the working pattern of Facebook Sellers.
- To gain deeper insights into the hurdles faced by the Facebook Sellers.
- To analyse the customers' behaviour towards Facebook Sellers.
- To acquaint oneself with the challenges arising from the Facebook Community Guidelines.
- To understand the impact of Facebook on women's empowerment & women entrepreneurship.

4 REQUISITES OF THE STUDY

In the world of online marketing, Facebook Book, which is an emerging influential thought leader merchandised podium, enabling vendors via a wide marketplace to connect with customers, extend their business by displaying their products & services. Either someone has a micro business set up or a provisional venture entrepreneurship, Facebook, with its millions of vigorous users, furnishes an ideal sphere to outstretch onlookers or prospect customers, erect brand awareness, boost sales by leveraging Facebook's convincing

engaging contents, persuasive promotional tools, infinite opportunities and insightful analytics.

Hence, a contemporary Facebook entrepreneur possibly stays ahead in this competitive world. Nevertheless, a few stumbling blocks, either owing to Facebook's guidelines or merchandising barriers, absence of any authoritative aid, or shoppers' demand & their pessimistic behaviour, create several hurdles in their path of becoming an established Facebook entrepreneur. Succeeding, going through diverse articles, it has been found that no study has been conducted on the problem faced by the emerging Facebook entrepreneurs, neither in West Bengal nor in the Kolkata district. Hence, this study tries to understand the obstacles faced by the Facebook seller during their merchandising activities.

5 RESEARCH METHODOLOGY

The research complications can be resolved by adopting a suitable research methodology, which also serves as the roadmap to delve into and blueprint for tackling research analysis obstacles.

Sources of Data: For the research, this manuscript utilised both the primary & secondary data. With the assistance of structured open-ended questionnaires in Hindi, Bengali and English languages via telephonic conversation, Facebook Messenger, WhatsApp call & chat as the equipment, primary data has been gathered. Along with these, for the impetus of Secondary Data Available journals, articles, websites, publications, etc. have been made use of.

Population: The contemporary Facebook vendors who live in West Bengal, Odisha & Bangalore have made up the sample population for this manuscript.

Sample Size: Due to non-response of the multitudinous participants, this manuscript has made use of 13 Facebook vendors as the Sample size.

Sampling Technique: Purposive and Convenience sampling are employed for the selection of the respondents for the sample.

Time Frame: For the aim of this monograph, samples have been clustered from January, 2025 to August, 2025.

Apparatus for Data Analysis and Representation: A Frequency table was applied for the portrayal of data.

6 ANALYSIS AND FINDINGS

Let's take a look at the demographic of the Facebook purveyor in the form of a Frequency Table;

Table 1
DEMOGRAPHIC BEHAVIOUR OF THE FACEBOOK SELLERS

Participants Age		Folks		Education		Marital Status		Nature of the Products		Location	
Age Groups	f	Gender	f	Educational level attained	f	Status	f	Product	f	State	f
Below 18	0	Male	3	Below 10th	0	Unmarried	5	Clothing	8	West Bengal	15
18-25	3			10th	1			Artificial Jewellery	5		
26-30	7			12th	1			Traditional Loops	1		
31-35	1	Female	16	Graduate	11	Married	14	Baking	2	Odisha	2
36-40	5			Post Graduate	6			Skin Care	2	Bangalore	2
Above 40	3			MBA/ Ph.D	0			Gold Plated Jewellery	1		
Total	19	Total	19	Total	19	Total	19	Total	19	Total	19

Source: Author's self-calculation

Interpretation

Coming out of the upward table, it can be vocalised that, nonetheless, females, even their male counterparts, are also emerging as Facebook Sales assistants in West Bengal, besides, most of the Facebook vendors are at least a Graduate, and they belong to the age group between 26-30 years, followed by above 40 years.

Owing to dynamic taste and preferences, modifying fashion and trends, Occasions, festivals, celebrations or stipulations, a profuse number of Facebook stockists are indulging in the garments and jewellery business. In today's cutthroat competition, where success requires immense effort and perseverance, some people have made it to the top, others are still fighting to get there, and some have given up entirely.

7

PROBLEMS FACED BY THE FACEBOOK SALES WOMEN AND CUSTOMERS' BEHAVIOUR TOWARDS THEM

- Customarily in this competitive sphere during FB live sessions and product promotion in various C2C FB groups and FB pages, the arrangement of Investment for purchasing the products for displaying regularly to their existing and potential customers owing to consumer's current demand, altered preference and requirement, without any external support, is the vital hurdle for the contemporary small scale's Facebook Marketing's vendor.
- The unfamiliar Facebook saleswomen diurnal coming of their time daily on FB, more than 5-6 hours via different FB C2C groups and FB pages precisely to build a customer base and

networking on the Facebook platforms and to recover their initial investment. In spite of their quotidian struggle, they receive minimal response from the buyers.

- As Social Media Marketing is entirely dependent on the Internet, either newly or existing rural, sub-urban or urban FB small-scale sellers are confronted with the internet complications.
- Sometimes, the Facebook Accounts of the Facebook vendors have been hacked, which usually creates a negative impression.
- Facebook saleswomen remain active whole of the day through messengers, WhatsApp chats & on other social media sites & constantly resolve the queries made by the customers; they hardly receive positive feedback for their hard work. 1 or 2 out of 10 customers are the genuine buyers, but 0.25 out of 10 are the loyal ones.
- Every so often, a handful of clients ask for the Valid ID proof from the FB vendors, yet the FB stockists sell their products through a recognised platform.
- Oftentimes, they have to bear with 2 out of 10 negative feedback or comments from the customers during their FB live sessions.
- A few Facebook shoppers frequently block & cancel the products after bookings, which results in unsold inventories and occasionally mislay of customers who earlier asked for the same product.
- As well as, there is no legal framework for entering and existing into this Sector, no fixed schedule for coming FB Live for the identical products (due to which customers roam from one seller to another sellers during their FB live sessions), payment system, reservation or cancellation policy for the products, etc. which construct this sector as an unorganized and informal one.
- Afresh, it's not attainable for each one around the clock to promote their products through paid-promotional C2C FB groups and pages or via adopting digital marketing tools, as after the

launch of a few algorithms by FB, the reach of FB saleswomen is persistently diminishing.

8 PROBLEMS SURFACED

- FB does not understand any language other than English; therefore, FB can't control the abusive, bad-mouthed, false, or worst reviews from any user, which has a detrimental effect on the goodwill of the FB vendors.
- FB does not dispense the business blue tick options, so their FB page and TR are not secured and protected from the bad wishers.
- FB is unable to protect them from without reasons negative feedback, unhealthy competitors, and price challenges for the identical products.
- FB does not provide the registration number to each seller so that the unwanted crowd of sellers cannot be controlled; out-turn number of FB vendors is continuously expanding for the same products.

9 RECOMMENDATIONS

The major recommendations are as follows -

- The government should encourage the online business through several campaign programs, so that FB Marketing becomes a prestigious profession and more females can start online businesses and contribute to the development of the economy.
- Govt may launch lucrative and viable social, legal and economic schemes for such small-scale FB sellers, to make FB marketing a bit more formal and smooth merchandised operations of FB vendors.
- Proper training should be given to FB vendors for providing quality and ethical services and products to their clients.
- As Social Media Marketing or online businesses are not registered, female sellers do not pay taxes to the government and simultaneously do not enjoy any subsidies from either from state or the central government. Therefore, the Government should take necessary steps to encourage them to pay taxes. Moreover, the government can give them some tax

rebates or exemptions.

- The government should come up with some loan facilities for small-scale female online sellers with low or zero interest rates.

10 LIMITATIONS OF THE STUDY

The limitations of the study are as follows -

- This manuscript is only a Case study-based & qualitative data-based study.
- Due to non-response from the multitude of respondents, a smaller sample size is utilized for the study. If more samples were used, then this experiment would be able to produce more accurate results.
- This Study is based on only Facebook Commerce; nonetheless, wield any other Social Media Marketing Platform like Instagram, threads, X (earlier Twitter), etc.
- For this delve, no statistical tools have been applied except a frequency table.

11 CONCLUSION

Contemporary, owing to innovation and technology upgradation, entirely across all sectors, digital transformation is taking effect. In the zone of Social Media Marketing, Facebook is coming up as a signification podium of merchandising. Despite the fact, insufficiency of Traditional E-commerce, Facebook's distinctive commercial features, like appropriateness of product and service promotion, bridging with national & international buyers, no middleman between manufacturer and customers, etc., make it convenient and satisfactory for both marketers & customers. For the thickening, maturing and evolution of any country's economic growth, the empowerment of women can be corroboration as a high-powered potency. Briefly, in the era of electronic gadgets & cybernetic universe, the community and legal authorities should encourage Women Empowerment by way of the mass welcoming Social Media platform, i.e., Facebook & its prolonging Facebook Commerce & Facebook Marketing.

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