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Uses and Gratifications of Consumers in Social Media Commercial Pages: A Study in Three Facebook Business Pages in Bangladesh

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Abstract- Social media has become a recognized media platform that connects one-third of the world's population. Facebook is the most popular social media in the world. Facebook offers an easy way for businesses to convey content and messages to their target audience by having an online presence through a commercial page. The article focused on finding out the gratification level of the Facebook business pages customers in Bangladesh. Besides, it also focused on changing the marketing system from the traditional market to commercial Facebook pages in the country. This article also tries to find out the differences between Facebook business pages and traditional marketing & try to predict the future of Facebook business pages based on analyzing the study result. The article is based on U&G theory in the 21st century by Thomas E. Ruggiero. It also uses the market segmentation approach by Philip Kotler. The study conducted in both quantitative and qualitative methods. To collect information, the study uses survey, focus group discussion, and in-depth interview methods. The result of the study shows that customers are the controller of the process of Facebook business pages.

Keywords: *social media, facebook business page, traditional marketing, consumer, use & gratification.*

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Uses and Gratifications of Consumers in Social Media Commercial Pages: A Study in Three Facebook Business Pages in Bangladesh

Muhammad Mosharrof Hossain [α] & Mehadi Hasan [σ]

Abstract- Social media has become a recognized media platform that connects one-third of the world's population. Facebook is the most popular social media in the world. Facebook offers an easy way for businesses to convey content and messages to their target audience by having an online presence through a commercial page. The article focused on finding out the gratification level of the Facebook business pages customers in Bangladesh. Besides, it also focused on changing the marketing system from the traditional market to commercial Facebook pages in the country. This article also tries to find out the differences between Facebook business pages and traditional marketing & try to predict the future of Facebook business pages based on analyzing the study result. The article is based on U&G theory in the 21st century by Thomas E. Ruggiero. It also uses the market segmentation approach by Philip Kotler. The study conducted in both quantitative and qualitative methods. To collect information, the study uses survey, focus group discussion, and in-depth interview methods. The result of the study shows that customers are the controller of the process of Facebook business pages. They can give their feedback on their orders or services, and the providers evaluate their feedbacks. However, overall control of the Facebook business pages does not provide the same sort of satisfaction to the consumers. Customers are gratified but not at an equal level. There are some characteristics of problems & troubles that create obstacles in the way of satisfaction. The delivery process plays a significant role in the gratification level. The marketers are the master of their products & process. However, they organize the whole process of marketing according to the desire of the Facebook business page. There is a bright future of Facebook business pages. More than half of the users of Facebook business pages think that Facebook business pages will occupy traditional marketing. It indicates that people accept the Facebook business pages as an alternative and new way of shopping. The study seems that the business through Facebook is now crossing its childhood level in Bangladesh, and it also found that they can become successful enough to satisfy their customers, excluding the characteristic obstacles.

Keywords: social media, facebook business page, traditional marketing, consumer, use & gratification.

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I. Introduction

The emergence of social media is to interact with friends and family, communicate with different communities, content-sharing, even though a way to market and promote products. These uses and functions of social media are known to everyone. Even remote areas of the world have at least heard of Facebook and Twitter, and are probably using them regularly. Facebook began initially as a social networking site for Harvard University College students in February 2004 by Mark Zuckerberg. Within a short period, Facebook quickly jumped to over 100,000 members (Philip, 2007). Today Facebook is the largest global social network site, which has more than 2.6 billion monthly active users (www.statista.com, 12 August 2020). Like in the world, Facebook is the most popular social media in Bangladesh. According to a study conducted by We Are Social and HootSuite in 2017, Dhaka (the capital of Bangladesh) has 22 million active Facebook users (Murad, 2017). Moreover, according to Statista.com (2020), Bangladesh has more than 38 million monthly active Facebook users. It is clear from these statistics that the popularity of Facebook is increasing day by day in Bangladesh.

Social media has become an established media platform that connects one-third of the world's population (Dolan & Others, 2015: 1). As a result, marketers found a new platform to endorse their products. Many businesses profit from being actively involved in social media to reach their target audience. In the same way, providers take different strategies to attract the audience and make variations on their page from other pages. Over 15 million brands globally are listed with the social media site, Facebook. It offers advertisers access to 80% of global consumer expenditures, a $29 trillion market (Nuttney, 2010 as cited in Dolan & Others, 2015: 1). From an advertising perspective, businesses seek to use Facebook as a cost-effective way to promote themselves. Facebook offers an easy way for trades to convey content and messages to their target audience by having an online presence through a Facebook Page. This is because Facebook permits information to spread quickly over the network; businesses hope to use Facebook as a tool to

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persuade users to help promote their messages to other consumers. Besides, using Facebook pages, businesses can also make advertisements specifically targeted to groups of Facebook users. These advertisements are shown to Facebook users whose personal profile matches demographic information that is preset by the advertiser (Hong, 2011: 10).

This study is significant in this context that it allows social media commercial page owners to find out what kind of problems customers face in getting the service and how they become successful enough to overcome these problems to gratify their customers. Besides, this study helps to investigate the primary reason for using Facebook business pages as well as the gratification level of the consumers. It also focuses on the market strategy of the provider of these pages. Furthermore, it reflects the satisfaction and demand of users. Finally, the findings of the study will be valuable for businesses, advertisers, and marketers who are trying to spread their Facebook content for their consumers.

II. Literature Review

In the present world, social networking sites like Facebook become an avenue where the provider can extend their marketing process and campaigns to a large range of consumers. American marketing author Philip Kotler once said, "The most important thing is to predict where clients are going and stop right in front of them" (Spenner & Freeman, 2012).

Tufekci (2008: 546) addresses the use of social networking sites by audiences to present their own desired public image through the personal information they choose to share with others, manipulating self-representation and developing an "online persona" via the presentation of users' profiles.

According to DEI Worldwide, 49 percent of consumers make purchase decisions based on information they find on social networking sites. This study suggests that consumers often have a motive for a product purchase; companies can post product promotions and incentive provisions on their Facebook pages to increase user engagement with an attraction to their brand (Reichenbrach, 2014: 10-11).

Chu (2011) examined the link between Facebook brand-related group participation, advertising responses, and the psychological factors of self-disclosure and manners among members and nonmembers of Facebook groups. The study determined that users who are members of groups on Facebook are more likely to reveal their data than nonmembers are. He illustrates group participation and engagement with online advertisements require a higher level of personal information because users openly disclose their connections with Facebook groups and promote brands or products when they pass on advertisements to their friends. Facebook groups offer channels that consumers deem useful when looking for self-status in a product category, as does passing on viral content about brands to their social contacts (Chu, 2011: 40).

According to Heinonen, consumer activities are a combination of a variety of motivations (Heinonen as cited in Paquette, 2013: 13). The classic concept of individuals as mere consumers is outdated; consumers can now be seen as active producers of business value because user-generated content is reducing the persuasion of traditional marketing tactics. Awareness of consumer's motives is crucial because it presents a deeper understanding of what influences users to create content about a brand or store (Paquette, 2013: 13).

Ramsaran-Fowdar & Fowdar (2013) study found that in 2009, Facebook users who accessed branded Facebook Pages, nearly 50% joined with the reason to discover sales, new product releases, or customer feedback. Again in 2010, the same study also supported those findings, stating, "49% of customers join to find out about special offers or promotions, while 45% would like more product information" (Ramsaran-Fowdar & Fowdar 2013 as cited in Nash, 2015: 10).

III. Theoretical Framework

In a theoretical framework, this study uses the 'Use and Gratification Theory in the 21st Century' by Thomas E. Ruggiero. It focused on three aspects of satisfaction. The study also uses the 'Market Segmentation Approach' by Philip Kotler.

a) Use and Gratification

Use and Gratification (U&G) model posit that audience has particular needs or drivers that are satisfied by using both media and nonmedia sources. This theory tries to investigate the gratifications that attract and hold an audience the kinds of media and the types of content that satisfy their social and psychological needs. In the 21st century, the convergence of mass media and digital technology has altered the exposure patterns of many media consumers. As new technologies present, people with more choices, motivation, and satisfaction become even more crucial components of audience analysis. For this reason, we choose the U&G theory in the 21st century by Thomas E. Ruggiero. U&G is a perspective that highlights "the role of audience initiative to explain channel choice and message selection, interpretation, response, and impact" (Rubin, 2009:147).

The increasing interest by communication scholars in online audiences may be particularly intense because of the makeup of these newer media forms: interactive 14 RUGGIERO media obscure the line between the sender and receiver of mediated messages (Singer, 1998). Furthermore, new media, like the

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Internet, possess at least three attributes of data not commonly associated with traditional media:

i. Interactivity
ii. Demassification
iii. Asynchronicity

i. *Interactivity:* Interactivity defined as the degree to which participants in the communication process have control over and exchange roles in their mutual discourse. There are five dimensions of interactivity. Interactivity significantly strengthens the core U&G notion of the active user because it has been defined as the degree to which participants in the communication process have control over, and can exchange roles in their mutual discourse (Williams and Others, 1988: 10).

ii. *Demassification:* Demassification is the control over the individual over the medium. This point will help us to find out the options for the consumers how they pick their certain products from the page and how the provider tailors their message by their need. Williams (1988: 12) defined demassification as the control of the individual over the medium, which likens the new media to face-to-face interpersonal communication.

iii. *Asynchronicity:* Asynchronicity refers to the concept that messages may be staggered in time. Senders and receivers of electronic messages can read mail at different times and still interact at their convenience. It also means the ability of an individual to send, receive, save, or retrieve messages at her or his convenience (Ruggiero, 2000: 17). The market has a close after a certain time, but the online market is always open to the consumer. They can just order anytime from anywhere in Bangladesh. According to asynchronicity, people can buy anything without time and space bound.

b) Market Segmentation Approach

Consumers of social business pages do not behave in the same way. They are scattered and heterogeneous. Thus, the providers of these pages serve different segments in social business pages; so that they design a customer-driven market strategy that builds the right relationship with the right customer. There are various parts of market segmentation, consumer-driven market strategies such as market segmentation, market targeting, differentiation, positioning (Kotler & Armstrong, 2012: 191).

To identify their segmentation strategy and the consumer types, we use the market segmentation approach of consumer-driven market strategy by Philip Kotler and Gray Armstrong. Market segmentation requires dividing a market into smaller segments of consumers with distinct needs, characteristics, or behaviors that might involve separate marketing strategies or mixes. The company identifies different ways to segment the market and develops profiles of the resulting market segments (Kotler & Armstrong, 2012:191).

There is no solo way to segment a market. Moreover, this market is attached to social media. There are many variables by which we can segment their market. For this study, we work with only one variable of market segmentation that is geographical variables.

Geographic Segmentation: Geographic segmentation requires dividing the market into different geographical units, such as nations, regions, states, counties, cities, or even neighborhoods. Thus, age is often a poor predictor of a person's life cycle, health, work or family status, needs, and buying power. Companies marketing to mature consumers usually employ positive images and appeals (Kotler & Armstrong, 2017: 191).

Demographic segmentation: Demographic segmentation splits the market into segments based on variables such as age, gender, family size, family life cycle, income, occupation, education, religion, generation (Kotler & Armstrong, 2012: 192).

IV. Research Objectives

The study helps to find out the satisfaction as well as the effectiveness of the social media commercial pages to consumers. It investigates the reasons for using Facebook business pages. Some objectives are dedicated to focusing on their strategies of the providers. The purposes are given below:

1. Identify the reason for using social media business pages by the consumers.
2. Analyze the satisfaction level of the consumers.
3. Find out the motives for using social media business pages by the providers.
4. Explore the strategies of social media business pages.
5. Find out the effectiveness of these sites to the consumers.

V. Research Questions

To analyze these processes and identify consumer's gratification as well as the strategies of the provider, we consider some queries. The following are some of the questions by which we can find out the use and gratification level of the consumers in using social media business pages.

1. What types of services consumers found on social media business pages?
2. Why consumers use these pages to purchase their products?
3. What are the demographic levels of the consumers?
4. Do consumers suffer any harassment or obstacles to buy products from social media business pages?
5. How effective these pages to reach consumers?

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6. What are the challenges faced by the owner of these pages?

VI. Methodology

The study was conducted to find out the central reason for using Facebook business pages as well as the gratification level of the consumers in Bangladesh. In nature, it can be called Triangulation Research (Wimmer & Dominich, 1987: p-51) where both quantitative and qualitative methods are followed. A kind of method mix, i.e., survey, in-depth interview, and focus group discussion, were used in this study.

a) *Survey:* The survey method initiates to understand a certain number of consumers of three business pages to identify their use and gratification. Participants have answered a set of questions through the survey. Survey measures included demographics & geographic information. Besides, the survey inquires about the frequency of Facebook uses to share and liking Facebook business pages, participation in marketing, and the gratification level of Facebook business page's consumers. Moreover, it tries to find out their likes and dislikes through the survey. The format of the questionnaire was structured and asked face to face.

b) *In-depth Interview:* The In-depth Interviews take place to find out the views of the providers on the Facebook business pages. The interviewers are the officials of three facebook business pages- Spade BD, Dukpion.com & BN tech. Besides, two online shopping experts are interviewed for this study. One was Mr. Rony, CEO of rokomari.com; another was Mrs. Dr. Shamsun Nahar Momotaz, a Business faculty member of Stamford University Bangladesh.

c) *Focus Group Discussion:* The Focus Group Discussion (FGD) method used for an in-depth understanding of various issues and factors involved in the process of using Facebook business pages as well as the gratification level of the consumers. One FGD conducted with four participants. Two were from Facebook business consumers, and two were from Facebook commercial pages providers.

Population & Sampling: The study is based on a convenience sample. We take the participants as a sample that has the experience in using as well as marketing on the Facebook business pages. The number of participants is 100. We have taken three different kinds of Facebook business pages for conducting the study. The first one is Dukpion.com, which sells sunglasses, the second one is spade BD which sells a T-shirt, and the third one is BN Tech, which sells electronics products by using Facebook business pages.

Data collection methods: Two methods are used to collect the necessary data. We used a survey method to gather primary data from the users of Facebook business pages. From the survey, we collected the gratification level of the consumers on Facebook business pages. The survey questions are close-ended. Besides, to collect the information from the owners of Facebook business pages, we used face to face interview. The questions are open-ended here. Moreover, we gathered different secondary information from books, articles, and websites.

Study area: The study area is limited in Dhaka city. But it spotted mainly in three areas, more specifically three institutions: Daffodil International University at Dhanmondi, Dohar-Nawabganj College at Nawabganj sub-district, which is under Dhaka district & Ashulia Eye Hospital at Savar. The data has been collected from February 2018 to May 2018.

VII. Results & Discussions

a) *Socio-economic Characteristics of the Respondents*

Some central socioeconomic characteristics were generated by interviewing 100 participants in Dhaka city. The information included sex, age, profession, income, the academic status of the participants. The socioeconomic information collected for each of the categories is summarized in the following table (Table 1).

Table-1 shows that 77% of the respondents are male, and 23% are female. 44% of the respondents are aged from 15-20 years, and 41% of participants belong to the 21-25 age groups. The academic backgrounds of the respondents were encouraging. Most of the participants have a higher level of academic background. About 44% (40+4) of the respondents have a university education, 45% higher secondary education, 10% secondary education, while only 1% has primary education. The level of education is sufficient for supporting the adoption of technology. The monthly income of the respondents was not high. Only 13% of the respondents earn above Tk 10,000 per month, while 11% earn below Tk10,000. Besides, most (76%) of the respondents earn below Tk 5,000 per month. The reason behind the low monthly income of the respondents due to most of them was students by occupation. Most (80%) of the respondents were students by profession, while 14% was service holder, and 3% was a businessman.

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Table 1: Percentage Distribution of Respondents' Demographic Characteristics

Variables	Characteristics	% (F)	Variables	Characteristics	% (F)
Sex	Male	77 (77)	Educational Qualification	Primary	1 (1)
	Female	23 (23)		Secondary	10 (10)
Occupation	Service Holder	14 (14)		Higher Secondary	45 (45)
	Student	80 (80)		Graduate	40 (40)
	Business	3 (3)		Post Graduate	4 (4)
	Others	3 (3)	Monthly Income	Below 5,000 tk	76 (76)
Age	15-20 year	44 (44)		5,000-10,000 tk	11 (11)
	21-25 year	41 (41)		10,000-15,000 tk	3 (3)
	26-30 year	7 (7)		15,000-20,000 tk	4 (4)
	31-35 year	4 (4)		20,000-25,000 tk	1 (1)
	36-40 year	3 (3)		25,000- 30,000 tk	3 (3)
	41-45 year	1 (1)		Above 30,000 tk	2 (2)

b) *Few Customers are Habituated towards Facebook Business Pages*

Facebook business pages are a recent invention by marketers. They feel social media can be a marketplace to promote their products. As table-2 shows, 63% of participants use Facebook for communication purposes. That is the priority of Facebook, and 36% use Facebook for information and entertainment purpose. Only 8% of people use Facebook for business purposes, which is the core concern of this study. That means Facebook marketing is just beginning to spread its ramifications. It is now passing its childhood stage in Bangladesh. As Tolmol (2018), CEO of Spade BD, said that Facebook is not only for the product-based business, but is also the platform of the service-based business. At present, our market is not so big, but it is increasing day by day.

According to Hossain (2018), CEO of Dukpion.com, the business system in Bangladesh has been changed gradually from traditional business to digital business and itself a revolution. It's a demand for time. Nowadays, Facebook is a tool for online marketing. It is not only just a platform for business but also for promoting e-commerce. In a short time, business people gained some habituated customers who are very positive about Facebook business pages. They buy different products or services from Facebook business pages. They think shopping from Facebook business pages is more convenient and trouble-free than traditional shopping.

c) *Liking habits lead the Customers to Purchase from Facebook Business Pages*

This study suggests that consumers often have a motive for buying a product. According to DEI Worldwide, 49 percent of consumers make purchase decisions based on information they find on social networking sites. Companies can post product promotions and incentive provisions on their Facebook pages to increase user engagement with an attraction to their brand (Reichenbrach, 2014: 10-11).

The study found the same results. Purchasers liking habit reflects on the purchase decision. Table-3 & 4 of this study made to understand the liking habit of the purchaser. Table-5 reflects its purchase habit. Some of the percentages are marginally near to each other between the two tables. In the table-4, the percentage of liking product is, books-25, cloths-78, electronics-23, cosmetics-25. In the table-5, the percentage of purchased products are books-21, cloths-77, electronics-27, cosmetics-20. Some percentages are fairly close to each other. These products are, furniture (13% & 7%), medicine ((13% & 5%) and vehicle (20% & 8%). Purchasers are habituated to buy medicine from the pharmacy. They are not used to buy it from Facebook business pages. The same applies to furniture. People used to order the furniture according to their fixed size. From the survey (table-4), it was found that the percentage of food as a liking product is 57%; but in the case of purchasing the product, the percentage falls to 27% in table-5. Food is a putrescent thing, and most of the food-related Facebook business pages deliver rich food. They do not deliver a daily meal. This is the main reason for the difference here for liking and purchasing of food-related products.

d) *The Control is in the hand of the Customers*

According to the Use & Gratification theory, new media like the Internet possess at least three attributes of data not normally linked with traditional media: Interactivity, Demassificaiton & Asynchronicity. Interactivity defined as the degree to which participants in the communication process control has over and exchange roles in their mutual discourse (Rice and Rogers, 1988: 10). In this study, it was found that most of the customers have full control over the Facebook

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business pages. They can make their order through Facebook or over the phone (table-8). Besides, they can give their feedback on their order, and the providers evaluate their feedbacks. Moreover, they can write a review of a product or service. Thus, feedback from the customers is significant for the owners. According to Miraz (2018), the CEO of BN Tech, feedback of the customers is essential for Facebook business pages. We set this as our priority. When other customers read five positive comments about the product, then he/she can judge the quality of that product. It helps to make a choice easier while purchasing the product. We do campaign on the most positive reviewed product by the customers. This is because positive reviews create a trust for others to buy a product.

Williams (1988: 12) defined demassification as the control of the individual over the medium, which likens the new media to face-to-face interpersonal communication. This point helps us to find out the options for consumers how they pick their certain products from the page. Besides, how providers tailor their messages to customers' needs. Usually, people can choose their desired products from Facebook business pages. If they found any irritating or useless products from Facebook business pages, they can block or dislike it. They can choose several markets at a time and compare the product prices with each other. As Miraz (2018) said, customers can visit ten websites simultaneously, but this is not possible in traditional marketing. This is because a customer cannot visit ten shops at a time; there are also options for comparing the product from other Facebook business pages to meet the second condition of the use & gratification theory.

Asynchronicity refers to the concept that messages may be staggered in time. It means the ability of an individual to send, receive, save, or retrieve messages at her or his convenience. Facebook business pages meet the third condition of use and gratification theory. People can order any product or service anytime on Facebook business pages. The traditional market does not open until 9.00 AM in Bangladeshi time, and it closed at 8.00 PM. The traditional market has a day off, but Facebook business pages do not have any day off. They are open 24 hours and 7 days. The customer can buy any time as he/she wants. Asynchronicity also linked to the delivery process. As Hossain (2018) said, we have a personal delivery man. Our employees deliver the product whenever the customer wants. It gives us a higher level of comfort. He also said that customers can fix the delivery time. Thus, customers control the delivery schedule. Similarly, Rony (2018), the CEO of Rokomari.com, agreed that customers have power in e-commerce and Facebook business pages. They have options and opportunities to choose the product. In traditional marketing, some power remains with suppliers and distributors, but in e-commerce, customers hold all the power.

e) Satisfaction level of the Customers

In this study, it seems that participants are satisfied with the services of Facebook business pages, along with some problems and troubles. So, the study tried to find out how they can be satisfied after facing those troubles and problems. The table-12 showed the judgment of consumers' satisfaction level. Of them, 6% of participants said that they are very satisfied with the services of Facebook business pages. 70% of participants are moderately pleased. This percentage is high here. Everybody wants to welcome something new. They are the people who want to change the shopping method and system. They want to alternate the traditional marketing system. 21% of the participants are not fairly satisfied. They are satisfied, but their satisfaction level is low. These people want to improve the services of Facebook business pages. Only 3% of the participants are dissatisfied by using the products & services of facebook's business pages. The percentage is very low here. After summarizing this table, it can be said that approximately 97% of the participants are satisfied with the services of Facebook business pages at various levels. So, Facebook business pages satisfied a large number of customers. However, there are a lot of areas where Facebook business pages can improve. Rony (2018), CEO of Rokomari.com, said, "We get a lot of complaints from customers on our services. Despite those problems I think our customers are fairly satisfied. There are a lot of areas like delivery time, ensure the best service can be improved. We think we can satisfy our customers".

Momotaz (2018) mentioned three levels of customers' dissatisfaction on Facebook business pages. *Firstly*, Facebook business pages presented their products with better graphics and the quality of their image. So, the major complaint of Facebook business pages is the product does not match with the image that is shown on the Facebook pages. *Secondly*, Facebook business pages did not show the price of their products in their post. Price is a very powerful tool in marketing. The cost signifies the quality of a product. Unfortunately, some Facebook business pages do not reveal the price of the product. *Thirdly*, commercial page owners have to be more honest and transparent about their products, cost, and delivery system.

f) Customers define Troubles and Problems in Two ways

Two things are noticeable here. *Firstly,* problems & troubles of the Facebook business pages related to the characteristics. *Secondly*, which is available on traditional marketing and not available on Facebook business pages, people consider those as problems or troubles in Facebook business pages. According to table-8 and table-10, nearly half of the participants feel

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they faced problems and troubles when using Facebook business pages. The problem has got the most percentage is product quality cannot be verified. In table-9, it was found that more than 80% of the participants mentioned that problem. However, this is one of the characteristics of the Facebook business pages. There is a positive reason behind it. Most of the participants were the customers of a traditional market in their past. The traditional market has the facility to judge the quality of the product. So they cannot forget those facilities.

According to table-9, approximately 80% of participants said that the product might differ from the photo that showed in the Facebook business pages. Purchasing products, especially cloth from the Facebook business page, there is a certain possibility of color variations. Antara (2018), a consumer of a Facebook business page, shared her experience as "I ordered a Sari from a Facebook business page. On the page, the image of the Sari showed dark purple. Before purchasing, I also reminded the provider about color. After delivery, I saw the sari is light purple. Then, I asked them about this; they gave me several excuses." On the contrary, Ratul (2018), the owner of Gazets24.bd, portrayed the problem as "Indeed, the color does not match with the product. To avoid this kind of situation, providers need to be frank with the customers. They should inform them about every detail about their products."

Another problem that got the highest percentage by participants is that the product cannot be touched. According to table-9, 61.90% of the participants feel that they cannot touch a product through Facebook business pages. It's a leading disadvantage of online shopping. However, it cannot be solved. In Facebook business pages, there is no option for bargaining. This point is not avoided in the eyes of the customers. More than half of the participants figure that out. The same thing applies to this point. Traditional marketing has the facility to do bargain with the seller.

Secondly, which is available on traditional marketing and not available on Facebook business pages, people consider those as problems or troubles in Facebook business pages. Most of the participants feel less trouble than problems. According to table no-11, all the problems are below 50%. A variety of product's quality got the highest percentage here. Different indicates show that the product on the page's picture does not match the delivered product. These are absent in traditional marketing. There is no option for delivery. Customers are present while the purchase is made. So there is no possibility of this. The second most percentage got at the inconvenient time of delivery. 37.21% of the participants have encountered with the unsuitable time of delivery. The schedule set by the participants does not match with the delivery man of Facebook business pages. However, this objection is denied by the owners of Facebook business pages. The third highest percentage is caused by a complication in the delivery of the product. The delivery process is absent in traditional marketing. 30.23% of the participants feel the delivery system of the Facebook business page is more complex and difficult for them.

g) The Delivery Process is the Vital Factor of Facebook Marketing

The delivery process distinguished from traditional marketing to Facebook marketing. Sometimes it becomes a blessing and sometimes it becomes a curse for the customer. The study shows that (Table-7) participants considered the delivery process as a blessing. In traditional marketing, there is no opportunity for delivery. 67% of the participants think it is a useful service for Facebook marketing. This is because they need not go to the market for buying something. On the same side, 41% of the participants consider it is a benefit of Facebook business pages. If someone wants to buy many products on the same page, the delivery charge remains the same. 29% of the participants figure it out as a benefit.

However, this tool has some complexity. The primary delivery method of Facebook business pages is the same. However, this service is only available only for the customers of Dhaka city. They use courier services like SA Paribahan & Sundarban to deliver their product outside of Dhaka city. They charge some money for the delivery purpose. In table-11, it was found that almost one-third of participants feel complexity in this delivery process at the aggregate level. It indicates that people considered the delivery method is difficult for them. Moreover, delivery outside of Dhaka is more complicated for them. The purchaser has to collect their product from the courier service office. In the table-11 shows, 37.21% of the participants' objection that the deliveryman does not come within the time they have set. However, it denied by Hossain (2018), CEO of Dukpion.com and he said, our employees deliver the product whenever the customer wants. It gives them a higher level of comfort. Moreover, Momotaz (2018) mentioned that Facebook business pages should improve the delivery process as e-commerce sites do.

Besides, Facebook business pages set a schedule for delivery of products from 10 AM to 7 PM. According to table-13, 31% of participants think that Facebook business pages should increase the timetable of the delivery. According to a customer, this delivery process is easy as well as complex. It is tough when the delivery man does not comply with the timeline of delivery (Antara, 2018). However, providers stated that the delivery process is convenient. There are some hazards, including traffic jams. If we faced this kind of situation, then we inform our customers about the reason for the delay (Ratul, 2018). It seems that if providers set a smooth, clean, and hassle-free delivery

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process, then people will be attracted more towards Facebook business pages.

h) Future of Facebook Business Pages

Everyone wants to know the future of Facebook business pages. According to table-14, more than half of the participants support this statement, 'Facebook's business pages will occupy traditional shopping'. They think one day there will be no existence of traditional shopping. They need time to make them purchase habituated on Facebook business pages. The negative percentage is much less. Only 7% of the participants opposed the statement.

The marketers of Facebook business pages said the same thing. As Miraz (2018) said, every day new people add on social media. Furthermore, most people have a smartphone, and it is increasing day by day. So there is a bright future for Facebook business page shopping. He believes one-day facebook business page shopping will replace traditional shopping. Tolmol (2018) go one step forward. He said, our market is not so big now, but it is increasing day by day. On that basis, he thinks our future market will be large and spread day by day. It will not restrict on Facebook. Someone can post his/her product on an Instagram; or open a YouTube channel where his/her can offer an audio-visual content of the product. Ratul (2018) stated that as long as Facebook is alive, there will be a business. As long as people use Facebook, there will become the marketing of products. The future of Facebook is bright. He thinks it will spread all over Bangladesh soon. The students can start a business through Facebook business pages collecting their funds from their pocket-money.

Many people are habituated in traditional marketing. So if Facebook business pages want migration of that person towards them, then they have to make some changes in their service. Participants have suggested some ways to attract people more towards Facebook business pages. According to table-14, 48% of the participants recommend that the language of Facebook business pages should be more easy, clear, and specific. English does not apply to all customers. They need to use the Bengali language in every aspect. They have to translate the word like color, size, key ingredients, and so on. Sometimes, people do not understand the way to measure the size. 30% of the participants want the administrator of the Facebook business pages to need to be swift. The administrator is the headmaster of the page. If he/she becomes strict and sincere for the customer, then the customer finds more satisfaction in Facebook business marketing. Retailers can improve their Facebook business pages demand by adding games, contests, and interactive applications, which can attract more users (Di Pietro and Pantano 2012: 12). Just like this, other suggestions to keep the Facebook business page active are daily updates, stay in touch with the customer, increase the schedule of delivery, and bring diversity in the product.

The online expert also sees the bright future of Facebook business pages. Momotaz (2018) said that E-commerce and Facebook business pages are not a threat to traditional marketing. Everybody is running in their way. Traditional marketing has its way. However, techno kids of society are increasing day by day. They take advantage of technology. Everything becomes digitalized. If a customer wants food, there are e-commerce sites like Food panda, Hungrynaki. Or if a customer wants to go outside, there is a riding e-commerce site like Pathao-Uber. Even though we can buy our tickets for the train, plane, and bus form online. The future will be blessed for e-commerce, but it comes forward very slowly.

VIII. Conclusion

Every aspect of our life becomes digitalized, along with the development of technology. So our marketing and business system jump from traditional marketing to digital marketing. One of the essential tools of digital marketing is social media, especially on Facebook. Wherever the existence of people, the possibility of business is there. Facebook contains more existence of people rather than other social media.

This study found that Facebook business pages have gratified customers at various levels. There are two reasons for variety in satisfaction level. Firstly, there are some characteristics defined as obstacles to Facebook business pages by the customers. It creates troubles and problems for the customers. Customers are responsible for the second reason. As we have said earlier, people jump on Facebook business pages. However, they carry some tendencies of traditional marketing place while jumping on Facebook business pages. When these tendencies do not match with the Facebook business pages, then satisfaction level comes down at a low position.

Unlike other businesses, the center of Facebook-related business is in Dhaka. There is a positive reason for it. Dhaka city has a very favorable environment for the Facebook business. However, the customers of Facebook business pages are spreading all over Bangladesh. Besides, customers of Dhaka are getting more benefits. A customer from outside Dhaka has to make the full payment before purchase. There is no personal delivery man for him who delivered the product at their doorstep. Here the gratification becomes classified again.

The study found a positive image for the marketers. They want to gratify the customers. However, they are helpless about tendencies and the characteristics of the Facebook business pages. Some of the uniqueness of the Facebook business pages can be manageable, but most of them are not in the hand of

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the marketers. The study feels that changes will take place as time goes on. In this business, the marketer does not need any marketplace. They do not need to spend extra money on the advertisement as well. These two advantages bring the marketers to the Facebook business page.

By analyzing the survey data, the study predicts that Facebook business pages have a bright future. Customers can know information and buy instantly from Facebook business pages. The Facebook business pages can take control of those products whose prices are low. For higher-priced products, people will depend on traditional marketing. The situation will come under the control of Facebook business pages as time goes on. Time is not the only variable here. The development of technology is also necessary for a bright future of Facebook business pages. Besides, it should be decentralized. When the Facebook business pages decentralize at every district in Bangladesh, then one of the gratification variables can be avoided. In the end, it seems that Facebook business pages are successful enough to satisfy their customers. Facebook always becomes the pioneer in social media business platform.

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Annex

Table 2: Purposes of the Participants' Use of Facebook

Purpose	Frequency	Percentage
Information	36	36%
Entertainment	36	36%
Education	18	18%
Business	8	8%
Communication	63	63%
Others	1	1%
Total	162	(In 100%)

Based on multiple answers

Table 3: Participants' Preferred/Liked the Facebook page

Liked pages	Frequency	Percentage
Entertainment page	84	84%
Educational page	66	66%
Business page	29	29%
Political page	16	16%
Sports page	47	47%
Religious page	28	28%
Health page	28	28%
Lifestyle page	47	47%
Job page	23	23%
Law-related page	4	4%
News page	20	20%
Science page	19	19%
Travel page	33	33%
Food-related page	40	40%
International page	20	20%
Others	4	4%
Total	508	(In 100%)

Based on multiple answers

Table 4: Participants' Preferred/Liked items on the Facebook Business Page

Liked product	Frequency	Percentage
Books	25	25%
Foods	57	57%
Clothing	78	78%
Machinery	13	13%
Electronics	23	23%
Ornaments	24	24%
Cosmetics	25	25%
Furniture	13	13%
Medicine	13	13%
Vehicle	20	20%
Total	291	(In 100%)

Based on multiple answers

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Table 5: Most Purchased Products by Participants from Facebook Business Page

Liked product	Frequency	Percentage
Books	21	21%
Foods	27	27%
Clothing	77	77%
Machinery	7	7%
Electronics	27	27%
Cosmetics	20	20%
Furniture	7	7%
Medicine	5	5%
Vehicle	8	8%
Total	199	(In 100%)

Based on multiple answers

Table 6: Most Attractive Facilities on Facebook Business Pages

Things	Frequency	Percentage
The price of the goods	25	25%
New offer	62	62%
Product-related information	35	35%
Communication at any time	23	23%
Different types of product	13	13%
The product can be purchased anytime	19	19%
The product can be purchased at the busy schedule	22	22%
Shop at home	55	55%
Total	254	(In 100%)

Based on multiple answers

Table 7: Benefits got from Facebook's Business Pages

Benefits	Frequency	Percentage
Products can be purchased at a short time	58	58%
Products are available in hand quickly	23	23%
No need to go to the market	67	67%
Products delivery at home	41	41%
Products order can be made at any time	46	46%
The delivery charge remains the same in multiple orders	29	29%
Pay money after receiving the product	20	20%
Confidentiality remains	29	29%
Products can be purchased at the busy schedule	33	33%
Total	346	(In 100%)

Based on multiple answers

Table 8: Trouble faced with using Facebook Business Pages

Trouble	Frequency	Percentage
Yes	20	20%
In the beginning	6	6%
Sometimes	16	16%
Never	58	58%
Total	100	100%

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Table 9: Types of trouble faced with using Facebook Business Pages

Types	Frequency	Percentage
Products cannot be touched	26	61.90%
Product may differ from the photo	34	80.95%
Products cannot be returned	20	47.62%
Products quality cannot be verified	36	85.71%
No bargaining	23	54.76%
Others	3	7.14%
Total	142	(In 42%)

Based on multiple answers

Table 10: Problem faced with using Facebook Business Pages

Problem	Frequency	Percentage
Yes	31	31%
Sometimes	12	12%
Never	57	57%
Total	100	100%

Table 11: Types of the problem faced with using Facebook Business Pages

Types	Frequency	Percentage
Linguistic problem	6	13.95%
Not having a smartphone	0	0%
The complication in the delivery of the product	13	30.23%
Variety of product quality	20	40.51%
Inconvenient time of delivery	16	37.21%
Internet complication	7	16.28%
Total	62	(In 43%)

Table 12: Satisfaction level by using the product of Facebook Business Page

Level	Frequency	Percentage
Very satisfied	6	6%
Fairly satisfied	70	70%
Not quite satisfied	21	21%
Dissatisfied	3	3%
Total	100	100%

Table 13: What should be done to make the Facebook Business Page Interesting?

Interesting commercial page	Frequency	Percentage
Keep commercial page active	26	26%
Daily update	12	12%
Make the language of the page clear	48	48%
Stay in touch with customers	21	21%
Admin of the pages need to be swift	30	30%
Clear details about the product	27	27%
Increase the time of delivery	31	31%
Bring diversity to the product	16	16%
Total	211	100%

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Table 14: Facebook Business Page will occupy Traditional Shopping

The Facebook business page will occupy traditional shopping	Frequency	Percentage
Support strongly	9	9%
Support	58	58%
Neutral	26	26%
Unsupported	4	4%
Unsupported strongly	3	3%
Total	100	100%

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