

The Effectiveness of Facebook as a Digital Marketing Tool of Students Online Sellers



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ABSTRACT: Facebook is a valuable digital marketing tool as it enables companies and businesses to interact with customers, build brand awareness and access an extensive audience. This study aims to examine how effective Facebook is as a digital marketing tool for student online sellers. It investigates on the respondents' thoughts on selling on Facebook, What Facebook have that others don't, the features of Facebook, the impact of Facebook on respondents' businesses and their thoughts about Facebook's boost feature. The researcher employed a qualitative research methodology, focusing on Husserl's transcendental phenomenological research design. In addition, the proponents conducted semi-structured interview questions; the data were collected from 10 entrepreneurship students at the City College of El Salvador, Misamis Oriental, and Philippines. Furthermore, the responses were interpreted using thematic analysis.

The results show that the use of Facebook as a digital marketing tool really helps student sellers as it yields financial opportunities, a broad reach and market potential, and accessibility and usability. In what Facebook has that others don't, the result was categorized in terms of its user base and popularity, as well as community and engagement. Moreover, on the features of Facebook that the respondents know, aside from messenger, group pages, posting, and live was Marketplace and Selling Features, Visual Content Sharing, Limited to No Idea. In addition, on the impact on Facebook on the respondents' businesses, the commonality was Positive Sales Impact, Increased Customer Engagement and Customer Feedback and Reviews. Furthermore, on the respondents' thoughts about Facebook's boost feature, the commonality was Awareness and Familiarity, Lack of Awareness and Heard about it but Uncertain.

The study concludes that Facebook significantly benefits student sellers by providing financial opportunities, broad market reach, and ease of use. Its unique strengths lie in its large user base and strong community engagement. Respondents identified key features like Messenger, group pages, Marketplace, and visual content sharing, though some had limited knowledge of advanced tools. Facebook positively impacted sales, customer engagement, and feedback. However, familiarity with the boost feature varied, highlighting the need for better awareness to maximize its marketing potential.

KEYWORDS: Financial opportunities, broad reach and market potential, accessibility and usability, user base and popularity, community and engagement, marketplace and selling features, visual content sharing, limited to no idea, positive sales impact increased, customer engagement, customer feedback and reviews, and awareness and familiarity.

I. INTRODUCTION

Social media has become the lifeblood of every day-to-day activity for most people. It is an indispensable part of online activities that almost everyone relies on because it can be a central hub for knowledge, information, and for many, even a source of income. The opportunities it offers increase together with the number of platforms available, including online jobs, education, e-commerce, and so many more services. Social media is a great tool in today's world because it allows instant communication and information sharing with people from all over the globe, as distances disappear, and global connections take hold. The development of digital technology has allowed the emergence of a new environment of social interaction that facilitates and demands, at the same time, a profound transformation of the marketing strategies (Alshurideh et al., 2021; Alzoubi et al., 2021). Digital marketing is currently one of such marketing strategies in which many companies are dedicating greater investment (Lee et al., 2022; Tariq et al., 2022).

This new marketing paradigm has been focused, specifically, on the careful management of the relationship between the customers and the company to have information about the customers, their characteristics, needs, and preferences (Alsharari & Alshuridch, 2020). Digital marketing is fundamentally set of approaches, strategies, and tools to promote services and products on

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online platform: emails, blogs, social networks, websites, mobile, SEO, etc. (Almaazmi et al., 2020; Nuseir et al., 2021). It offers a set of strategies tools, techniques, and operations coordinated through the internet to increase the sales of a product or service (Aljumah et al., 2021).

Digital marketing strategies such as social media marketing allows the development of products of the client's preference since the social networking platforms like Facebook and Twitter facilitate research in a more personalized way in order to develop products that necessarily enhance the customer experience. In addition, using social media does not generate high costs. As cited by (Piranda, 2022), One of the social media that is widely used by millennial's is Facebook, which currently has more than 2 billion active users. This places Facebook as one of the foundations of social media that is widely used by social media users. (Pew

Research Center, 2019), Facebook can be used for marketing goods, services, ideas, events, experiences and many more. It can be very useful for advertising and marketing functions. Companies can put their ad on Facebook which can be viewed by millions of members. Companies can create their personal profiles, known as fan pages that help them build them build popularity by way of speaking with present and new customers which was not possible in earlier days (Gaur, 2020). However, there are number of disadvantages to market their products on Facebook enlisted are competition, cost of maintenance, advertising cost, this added promotional expense for small business owners. (Elcano, 2023)

Therefore, further research needs to identify the best ways and strategies for optimal usage of Facebook as a digital marketing tool for small businesses. In the wake of the digital world today, social media has emerged as an imperative part of new-age marketing particularly for the case of small businesses and their entrepreneurs. Among the various social platforms, Facebook is one of the most widely used and influential tools for reaching a large and diverse audience. More and more students sell or supplement their traditional sources of income online, but they have gradually grown to like utilizing Facebook as the primary portal to showcase their products. It is a perfect space targeting their scope with relatively targeted advertisements and an easy interface to promote products for students and small businesses. Although it is very popular, very few studies have investigated the effectiveness of Facebook as a digital marketing channel for student online sellers.

The paper serves to fill that gap by systematically reviewing the existing literature and making recommendations for optimum use of Facebook among student entrepreneurs. Contributions of the research will further yield insights to better further enhance using Facebook to achieve marketing goals of online selling students, especially through best practice suggestions when utilizing the platform to elevate visibility, engagement, and sales.

II. THEORETICAL FRAMEWORK

For a study titled "The Effectiveness of Facebook as a Digital Tool for Student Online Sellers," several theoretical frameworks could be relevant and significant. However, considering the focus on digital marketing, social media, and entrepreneurship within an educational context, the integration of the Technology Acceptance Model (TAM) and the Social Media Marketing (SMM) framework provides a robust foundation for this research.

The Technology Acceptance Model (TAM)

Developed by Davis (1989), TAM explains how users come to accept and utilize technology. It posits that perceived usefulness and perceived ease of use are fundamental determinants of technology adoption. In the context of this study:

Perceived Usefulness: This examines how student sellers view Facebook's utility for their businesses.

Perceived Ease of Use: This focuses on how easily students can navigate and utilize Facebook's features for selling.

These dimensions of TAM elucidate why students choose Facebook and how their perceptions of its functionality influence its effectiveness.

Social Media Marketing (SMM) Framework

The SMM framework, as discussed by researchers like Tuten and Solomon (2017), emphasizes the strategic use of social media for marketing purposes. Key components of this framework include Content Creation and Sharing, Community Building and Engagement, Social Listening and Customer Insights, Social Advertising and Promotion

This aspect of the framework addresses how students leverage Facebook's specific features and functionalities for their online selling activities.

Integration of TAM and SMM

By combining these frameworks, the research creates a comprehensive theoretical basis that encompasses both the technological adoption aspect (why and how students use Facebook) and the strategic marketing aspect (how they effectively leverage it for business purposes). This integrated framework allows researchers to explore:

Adoption and Usage: Understanding how and why students adopt Facebook for their businesses (TAM). Marketing Strategies: Identifying specific social media marketing tactics employed by students (SMM). Perceived Effectiveness: Evaluating how students assess the usefulness of Facebook in achieving their business goals (TAM + SMM). Skill Development: Investigating how using Facebook enhances students' digital marketing and entrepreneurial skills (TAM + SMM). Challenges and Opportunities: Analyzing barriers to effective use and potential areas for improvement (TAM + SMM).

This theoretical framework is particularly suitable for the research because:

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It addresses both the technological and marketing dimensions of using Facebook for online selling. It considers the unique context of student entrepreneurs, who are simultaneously learners and business operators. It provides a structure for analyzing the effectiveness of Facebook across multiple dimensions, including adoption, usage, strategy, and outcomes. It allows for exploration of both individual factors (student perceptions and skills) and platform characteristics (Facebook's features and capabilities).

By anchoring the study in this integrated TAM-SMM framework, researchers can systematically explore how students perceive, adopt, and utilize Facebook for their online selling activities, as well as assess its effectiveness in terms of both technological acceptance and marketing outcomes. This approach not only provides a robust theoretical foundation for the analysis but also contributes meaningfully to both academic understanding and practical applications in the field of digital entrepreneurship education.

III. STATEMENT OF THE PROBLEM

This study aims to determine The Effectiveness of Facebook as A Digital Tool for Student Online Sellers in engaging in electronic commerce vis-a-vis selling of products, goods and services. Specifically, this study seeks to answer the following queries.

1. What are your thoughts on selling on Facebook?
2. What does Facebook have that others don't?
3. What are the features of Facebook that you know, aside from Messenger, group pages, posting, and live?
4. What impact has Facebook had on your business?
5. What do you think about Facebook's boost feature? Are you aware that Facebook has boost?

IV. METHOD

1. RESEARCH DESIGN

The researcher employed the transcendental phenomenological research design, which was first established by Husserl. Utilizing a phenomenological design to collect and evaluate data is useful as it allows to reveal critical themes, underpin strategic decision-making, give a reflective exploration of experiences, and guarantee that the results are credible and contextually relevant. Phenomenological research design, as articulated by Hussler, focuses on understanding the lived experiences of individuals and how they interpret those experiences within a particular context. This qualitative approach emphasizes the subjective perceptions of participants, allowing researchers to capture the essence of their experiences. Hussler (2019) emphasizes that phenomenology seeks to unveil the meaning behind phenomena as they are perceived by individuals, rather than attempting to fit these perceptions into pre-established theories or frameworks.

2. Research Settings

This qualitative study investigates the effectiveness of Facebook as a digital tool for student online sellers at the City College of El Salvador, located in El Salvador City. In an era where digital entrepreneurship is rapidly evolving, Facebook has emerged as a prominent platform for young entrepreneurs to launch and grow their businesses. This research focuses specifically on the experiences and practices of selected entrepreneurship students who actively use Facebook as their primary tool for online selling. By examining the unique context of these student sellers within the City College of El Salvador, this study aims to uncover the nuanced ways in which Facebook facilitates their entrepreneurial endeavors, the challenges they face, and the strategies they employ to maximize the platform's potential. Through in-depth interview and participant observation, this research seeks to provide valuable insights into the effectiveness of Facebook as a digital marketplace for student entrepreneurs. The findings of this study will not only contribute to the academic discourse on social media marketing and youth entrepreneurship but also offer practical recommendations for enhancing the use of Facebook as a business tool among student sellers in El Salvador City and similar educational contexts.

3. Respondents of the Study

This research used a non-probability sampling technique by means of purposive random sampling method. It is a method use to select a certain set of people or units for study, which means that participants were selected thru a set of criteria. Ten (10) individual Key Informants from City College of El Salvador Entrepreneurship students who uses Facebook as their platform in selling any products, goods or services, rationale being is due to the accessibility of the Bachelor of Science in Entrepreneurship students to the researchers. The qualification considered in selecting the participants as a valid source of information was the following: 1) the participant should know the usage of social media 2) the participant should be an online seller 3) the participant should use Facebook as a digital marketing tool 4) The participant should have more than 1 year of experience in online selling. To aid in the data collection process, open ended questionnaires were given to the participants. This was given while having a face-to-face intervention to answer additional query. All interview responses were collected, transcribed, and analyzed using the constant comparative method.

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4. Research Instrument

Semi-structured interviews were conducted for triangulation purposes. In order aid in the data collection process, a thorough conversation, sharing of personal experiences through In-Depth interview were done with the purposely selected participants. This aimed to develop a deep understanding of the phenomenon and to create a dialogue between the participants and the researcher. There are two sets of questionnaires: Questionnaire A which solicited the demographic profile of the student in terms of age, sex and college year level, Questionnaire B which solicited the usage of student online sellers of Facebook and the reasons behind, the different features of Facebook as perceived by the student online sellers, the impact of Facebook in business and the awareness of student online sellers about the Boost in Facebook.

5. RESULTS

5.1. Thoughts on selling on Facebook

Themes

Financial Opportunities

Broad Reach and Market Potential

Accessibility and Usability

From the data, the thoughts on selling on Facebook were categorized into three themes: financial opportunities, broad reach and market potential, and accessibility and usability.

5.1.1 Financial Opportunities

The most common responses from the participants were categorized as financial contributions. The following are the transcription showing the answer of financial contributions:

Key informant 1: I do sell but it is mostly in the Marketplace. It's one of my side jobs that help support me while I balance my studies and work.

Key informant 2: Yes, I used Facebook to earn extra income while studying.

Key informant 3: I aim to generate additional income to support my studies and cover my daily expenses.

Key informant 4: I sell on Facebook because it helps me gain more income than my usual physical store.

Key informant 5: I used Facebook to promote my business and earn extra income.

Key informant 9: I used Facebook because it helps me gain more customers. More customers mean more sales.

Most of the respondent indicated that they have sold goods on Facebook under financial reasons. Facebook is not only a business platform but also provides a crucial source of income for students who are trying to combine work and studies. These comments demonstrate a practical approach to financial security among students, highlighting the role that social media sites such as Facebook play in generating money opportunities while also promoting personal and professional development. This pattern emphasizes the necessity of conducting additional research on how digital platforms affect student entrepreneurship and financial independence (McCarthy, M. J. 2020).

5.1.2 Broad Reach and Market Potential

Other viewpoints that highlight thoughts on selling on Facebook. The following are the samples of transcription:

Key informant 4: There are so many people using the site therefore many people can be reached, which would lead to more sales.

Key informant 7: It is free. I can post my products unlimited without restrictions.

Key informant 10: Through Facebook, I can reach a wider audience, and I can choose whether to join groups or create my own page.

Facebook appeals to users more as a marketing tool based on its high level of patronage and numerous accounts. In the first response, the advantage of the use of Facebook by sellers is that there are so many people using the site therefore many people can be reached, which would lead to more sales. Engaging in the study of Dholakia et al. (2020), the application of social media channels that attract more users is important in promoting online selling because it provides more opportunities for businesses to reach out to looking forward customers. The second response highlights Facebook's intuitive nature as a social platform. This feature is helpful to many users since it does not demand high capital from them, more especially students and small entrepreneurs.

5.1.3 Accessibility and Usability

Other viewpoints that highlight thoughts on selling on Facebook. Below are some data from the investigation:

Key informant 1: I'm always active on Facebook and rest assured that I'm always on the line when they ask questions about the products.

Key informant 3: It's accessible to all.

Key informant 8: I find Facebook useful especially for my online selling activities and it is available for everyone.

The responses show that they have a clear attitude towards online selling as being integrated into Facebook and its social aspects, which is very useful and available. Research has proven that social media networks like. The third respondent says, "It's accessible to all," which shows the majority user ratio that Facebook can bring all classes of people into the world of e commerce. This is important for students and small entrepreneurs who cannot afford the luxury of coming up with the conventional means of

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advertisement. The fact that the platform does not charge a fee helps in promoting the freedom of accessing the services that help with performing marketing, thus encouraging many people trying to expand their businesses to the online platform to do so (Pew Research Center, 2021). By and large, the above statements showcase a very complex and an evolving society where the like of Facebook is no longer considered a perfect leisure activity but rather a must have tool to any young generation with entrepreneurship inclination and especially students looking for a means of living while going to school.

5.2. What does Facebook have that others don't?

Themes

User Base and Popularity

Community and Engagement

From the data, what does Facebook have that others don't? were categorized into two themes namely: user base popularity and community engagement.

5.2.1 User Base and Popularity

The most common responses from the participants were categorized as user base and popularity. The following are the transcription showing the answer of user base and popularity:

Key informant 1: Because of Facebook, I don't have to watch TV. Just one scroll, and I can get the latest news and trends that could help grow my business.

Key informant 3: It's very easy to use, no hassle.

Key informant 5: Facebook is very popular, and I have a lot of friends to connect with. I can access different features with no fee.

Key informant 8: Everyone is active on Facebook, and I can see what everyone's up to. I can also post products that match their preferences.

Key informant 10: There's plenty of users and can easily promote your products.

Furthermore, some answers have been given pertaining to the User Base and its Popularity aspects, i.e. Meta being the parent of Facebook makes it more popular than both Instagram and other social platforms. Its global recognition and ability to attract and retain millions of users set it apart as an appealing option for users around the world. In addition to that, Facebook has more audience than other platforms which makes it more popular as the socializing and business platforms. These answers affirm that Facebook's ever-growing popularity can be attributed to its large number of users and to being part of the Meta framework. As it has been observed earlier, Facebook's emptying ability is what distinguishes it from other coming up platforms like Instagram which is why it is loved by people from all corners of the earth. Such a benefit is very important because a large audience not only extends interactions between users on the platform but also encourages them to do business with Facebook hence it becomes a good platform for businesspeople and marketers. (Statista, 2023) found out that social media sites with larger user bases enable greater levels of interaction and engagement which is valuable to businesses seeking to expand their market reach. In a similar way, such reach can also be beneficial, for instance in marketing when the target audience is already present within one social media service, since they are most likely to come across the needed information while browsing the social media (Baker et al., 2021). Thus, it is very difficult for rivals to compete with Facebook in the social networking sphere because of the latter's obvious advantages.

5.2.2. Community and Engagement

Additional viewpoints about what Facebook has that others don't. Below are some data from the investigation:

Key informant 1: Through Facebook I can engage more audiences to recognize my products.

Key informant 5: I can easily target my audience and offer them my different kind of products.

Key informant 8: Facebook has a feature called Facebook Groups where a lot of online sellers and potential consumers come together in one place or community to sell our products.

Finally, in relation to Community and Engagement, Facebook is regarded as an easy-to-use tool for connecting and engaging customers. This is consistent with the results of many studies that have pointed out the ease of use of Facebook and also have claimed that it has a good user interface that helps in navigation of the platform with great ease (Kahn et al., 2020). The other advantage associated with Facebook is that it can present goods and services to people with different populations effectively. Studies have indicated that such a vast user base of the site has been used effectively by businesses to reach out and involve different consumers, thereby ramping up the level of marketing (Muntinga et al., 2011; Li et al., 2022). In conclusion, it can be said that Facebook does provide a valuable helping hand to the companies in their search for potential clients and targeting them to offer the products and goods.

5.3. The features of Facebook that you know, aside from messenger, group pages, posting, and live

Themes

Marketplace and Selling Features

Visual Content Sharing

Limited to No Idea

From the data, the features of Facebook that you know, aside from messenger, group pages, posting and live were categorized into three themes namely: marketplace and selling features, visual content sharing, and limited to no idea.

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5.3.1 Marketplace and Selling Features

The most common responses from the participants were categorized as marketplace and selling features. The following are the transcription showing the answer of marketplace and selling features:

Key informant 1: I used Marketplace to promote my products because it allows me to reach a local audience effectively, making it easier for potential customers to discover what I have to offer.

Key informant 3: I used Messenger to officially message my friends to order from me and offer some of my products because it makes communication super easy and direct.

Key informant 4: I used live selling because it's a great way to interact with my audience in real-time and showcase my products. It really helps create a more personal connection and allows potential buyers to ask questions right away.

Key informant 7: I created a Facebook page to post my products, and potential buyers can browse according to albums. This makes it easier for them to find what they're interested in.

Key informant 8: I used Facebook Groups to promote my products because they allow me to connect with people who share similar interests.

The responses indicate that users leverage Facebook's Marketplace feature and utilize its various functionalities, such as live selling, posting, and Messenger, to effectively promote and sell their products. The Marketplace serves as a dedicated space for transactions, allowing sellers to reach a targeted audience, while the integration of live selling and Messenger provides interactive and immediate engagement with potential buyers. Research supports that Facebook's Marketplace is instrumental in facilitating commerce, especially for small businesses and individual sellers (Hassan et al., 2020). The ability to use live selling not only enhances visibility but also fosters a sense of community and trust among buyers, which is crucial in e-commerce (Davis, 2019). Additionally, Messenger allows for real-time communication, streamlining the sales process and improving customer service (Tuten & Solomon, 2017). Together, these features contribute to a comprehensive digital marketing strategy that aligns well with contemporary consumer behaviors and preferences.

5.3.2 Visual Content Sharing

Additional viewpoints on what features in Facebook, aside from groups, pages, posting, direct messages, or live selling, can be used to promote products. Below are some data from the investigation:

Key informant 2: As an online seller, I primarily promote my products through posting to capture attention quickly and convey information in this way I can boost sales.

Key informant 4: If my Facebook page doesn't gain more viewers or buyers, I switched to my personal account to promote my products or message them directly if they'd like to buy. That way, I can connect with potential customers more personally.

Moreover, under the theme Visual Content Sharing here are some responses: As an online seller, I primarily promote my products through posting to capture attention quickly and convey information in this way I can boost sales. The responses indicate that users effectively utilize various features of Facebook to enhance their online selling activities. Moreover, the use of multiple functionalities, such as posting and Messenger, underscores the platform's versatility as a marketing tool for sellers. By leveraging these features, users can create a dynamic and interactive shopping experience, which is essential for attracting and retaining customers in the competitive landscape of social media commerce. Overall, the strategic use of Facebook's features not only enhances product visibility but also fosters customer relationships, making it an asset for online sellers aiming to succeed in the digital marketplace.

5.3.3 Limited to No Idea

Other viewpoints on what features in Facebook, aside from groups, pages, posting, direct messages, or live selling, can be used to promote products. Below are some data from the investigation:

Key informant 3: I primarily use Facebook Pages, which I believe is one of the most important features of the platform. However, we also find the dashboard challenging to navigate, which limits our ability to utilize its full potential & I don't know much.

Key informant 4: When I do my livestreaming, sometimes my viewers gift me stars until I save it. But on the day when I tried to withdraw my earnings, I had to put some information that I didn't know, which raised my concern about my personal details.

The responses regarding the use of Facebook Pages and the challenges associated with navigating the platform highlight a dual perspective among users. On one hand, the acknowledgment of Facebook Pages as a critical feature underscores their importance in engaging audiences and promoting businesses effectively. However, the reported difficulties in navigating the dashboard indicate a significant barrier that may hinder users from fully leveraging Facebook's features. These insights suggest that while Facebook Pages are recognized as vital for engagement, improving the overall user experience and providing educational resources could significantly enhance user proficiency and satisfaction with the platform.

5.4. Impact has Facebook had on your business

Themes

Positive Sales Impact

Increased Customer Engagement

Customer Feedback and Reviews

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From the data, the impact that Facebook has had on my business can be categorized into three themes: positive sales impact, increased customer engagement, and customer feedback and reviews.

5.4.1 Positive Sales Impact

The most common responses from the participants were categorized as positive sales impact. The following are the transcription showing the answer of positive sales impact:

Key informant 2: As a student, Facebook has a significant impact on my business because it helps me meet my needs and wants, particularly for essential school-related expenses such as materials, allowances, and projects.

Key informant 3: Facebook has a great impact because, as a student online seller balancing work and studies, it really helps me generate extra income by providing a platform to reach customers easily and market my products effectively.

Key informant 4: I gain more followers and buyers that leads me to more sales.

Additionally, here are some of the responses under the theme Positive Sales Impact: The impact of Facebook on my business has resulted in increased profitability & as a student, Facebook has a significant impact on my business because it helps me meet my needs and wants, particularly for essential school-related expenses such as materials, allowances, and projects. The responses indicate that Facebook plays a crucial role in enhancing profitability for users, particularly in a business context. The assertion that "the impact of Facebook on my business has resulted in increased profitability" suggests that leveraging this platform can lead to tangible financial benefits, aligning with research that highlights the effectiveness of social media marketing in driving sales and engagement (Tuten & Solomon, 2021). Furthermore, the statement, "As a student, Facebook has a significant impact on my business because it helps me meet my needs and wants, particularly for essential school-related expenses such as materials, allowances, and projects," emphasizes the platform's role as a vital financial resource for students. This reflects broader trends where social media serves not only as a marketing tool but also as a means of fulfilling personal and educational financial needs (López & Mendez, 2023). Together, these insights underscore Facebook's dual role in both enhancing business outcomes and supporting students in their educational pursuits.

5.4.2 Increases Customer Engagement

Additional viewpoints on the impact that Facebook has had on my business. Below are some data from the investigation:

Key informant 4: if I do live-streaming, sometimes I have a lot of viewers from different cities when it's specific to bags, mostly seniors or adult women. Maybe it's because of the quality, and I grab their attention and get recommendations from friends.

Key informant 5: Facebook has a huge effect on my schooling. This is because when I post products, it is easy for me to attract prospective customers and sometimes, they will buy my product. Moreover, it has enabled me to attract customers from various municipalities.

Furthermore, here are some responses under the theme Increased Customer Engagement: "If I do live-streaming, sometimes I have a lot of viewers from different cities when it's specific to bags, mostly seniors or adult women. Maybe it's because of the quality, and I grab their attention and get recommendations from friends." And "Facebook has a huge effect on my schooling. This is because when I post products, it is easy for me to attract prospective customers and sometimes, they will buy my product. Moreover, it has enabled me to attract customers from various municipalities" indicates that Facebook plays a crucial role in facilitating their academic pursuits, potentially by providing a platform for promoting products that generate income, thereby supporting their studies. The ability to attract attention with posts about products emphasizes the effectiveness of Facebook in reaching a targeted audience, which aligns with findings from recent studies that underscore the platform's utility for small business marketing (Hanna et al., 2020; Kauffman & Bowers, 2023). Moreover, the remark, "It has enabled me to attract customers from various municipalities," illustrates the expansive reach of Facebook, allowing sellers to connect with a diverse customer base beyond their immediate geographic area. This aligns with research by Dholakia et al. (2019), which indicates that social media platforms can significantly broaden market access for small entrepreneurs. Overall, these responses underscore Facebook's pivotal role in enhancing both educational and business opportunities for users, particularly in the context of online selling.

5.4.3 Customer Feedback and Reviews

Other viewpoints on the impact that Facebook has had on my business. Below are some data from the investigation:

Key informant 4: It has a big impact because it improves my business at the same time. It thought me to not just focus on the quality but also providing good services, which builds my relationship with the buyers.

Lastly, under the theme Customer Feedback and Reviews here is the response; As an online seller, the impact of this platform is substantial, particularly in terms of enhancing customer service and facilitating feedback. The responses indicate that online sellers perceive Facebook as a critical tool for improving customer service and facilitating feedback, which is essential for building strong customer relationships and enhancing business performance. According to the research of O'Brien and Tuten (2020), social media platforms like Facebook enable sellers to engage directly with their customers, leading to improved service delivery and responsiveness to customer inquiries. This aligns with the findings of Kahn et al. (2021), who noted that effective communication on social media not only boosts customer satisfaction but also fosters brand loyalty. Therefore, the substantial impact of Facebook on online selling can be attributed to its capabilities in enhancing customer service and providing a platform for valuable feedback, which are essential for success in the competitive e-commerce landscape.

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5.5. Are you aware that Facebook has Boost?

Themes

Awareness and Familiarity

Lack of Awareness

Heard About it but Uncertain

From the data, of are you aware that Facebook has a boost? Can be categorized into three themes: awareness and familiarity, lack of awareness and heard about it but uncertain.

5.5.1 Awareness and Familiarity

The most common responses from the participants were categorized as awareness and familiarity. The following are the transcription showing the answer of awareness and familiarity:

Key informant 3: Yes, it's essentially a paid advertising tool that enhances our visibility and reach.

Key informant 4: Yes, we conduct live selling and typically boost our videos at the end of each week. However, there are times when we opt not to pay for boosting to commission fees.

The responses indicate that live selling on Facebook has become a strategic approach for businesses to engage with customers and enhance their sales performance. The practice of boosting videos at the end of each week reflects an understanding of the platform's advertising tools to maximize visibility and reach, ultimately driving traffic to their products (Sokol, 2021). However, the decision to refrain from boosting due to commission fees suggests a critical evaluation of costs versus benefits, highlighting the financial considerations small businesses must navigate when utilizing paid promotions on social media (Smith & Lee, 2020).

The use of Facebook's paid advertising tools, such as boosting posts, plays a vital role in increasing visibility and expanding audience reach, especially for small businesses competing in crowded markets (Jones & Johnson, 2022). This aligns with the ongoing trend of businesses leveraging social media for promotional purposes, acknowledging the balance between investing in advertising and managing operational costs (Martinez, 2023).

5.5.2 Heard About It but Uncertain

Additional viewpoints, if you are aware that Facebook has a boost feature. Below are some data from the investigation:

Key informant 1: Yes, I know about it, but I'm not sure how to use it.

Key informant 2: Yes, but I have no idea how to utilize it.

Furthermore, under the theme of Heard About It but Uncertain here are some of the responses: Yes, I know about it, but I'm not sure how to use it; and yes, but I have no idea how to utilize it. The responses indicate a general lack of awareness and understanding regarding Facebook's Boost feature among users, despite familiarity with other functionalities of the platform such as posting, My Day, and live selling. (Hootsuite, 2021). Additionally, the responses, "Yes, I know about it, but I'm not sure how to use it" and "Yes, but I have no idea how to utilize it," suggest that while users are aware of the feature's existence, they lack the necessary skills or confidence to effectively leverage it for their online selling activities. This highlights the importance of user education and support in maximizing the potential of digital marketing tools on social media platforms (Kaplan & Haenlein, 2020). Furthermore, the findings imply that without a clear understanding of these features, users may not fully capitalize on Facebook's advertising capabilities, which could limit their success in reaching broader audiences and achieving business goals.

CONCLUSIONS

The findings of the study highlight the significant role of Facebook as a powerful digital marketing tool for student sellers. Its widespread use provides financial opportunities through its broad market reach, ease of accessibility, and user-friendly interface. Facebook's unique attributes, particularly its vast user base, popularity, and emphasis on community engagement, set it apart from other platforms. Respondents demonstrated familiarity with key features such as Messenger, group pages, posting, and live streaming, as well as additional tools like Marketplace and selling features, visual content sharing, and areas of limited awareness. The impact of Facebook on student sellers' businesses was notably positive, leading to increased sales, heightened customer engagement, and valuable feedback from customers. However, perceptions of Facebook's boost feature varied, with some respondents expressing awareness and familiarity, while others showed a lack of understanding or uncertainty about its use. These findings underscore the importance of Facebook's multifaceted tools in supporting entrepreneurial activities among students while revealing areas where further education on platform features could enhance its marketing potential.

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