



**FACEBOOK MARKETPLACE PRODUCT SELLING ATTRIBUTES
EXPECTATIONS OF USED PRODUCTS AND CUSTOMER SATISFACTION**

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**SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENTS
FOR THE DEGREE OF**

BACHELOR OF COMMERCE HONOURS

IN THE

FACULTY OF BUSINESS AND ECONOMIC SCIENCES

AT THE

NELSON MANDELA UNIVERSITY

STUDY LEADER: PROFESSOR S. PERKS

21 OCTOBER 2024

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DECLARATION:

In accordance with Rule G5.6.3, I hereby declare that the above-mentioned treatise/dissertation/thesis is my own work and that I have not previously been submitted to another University or for another qualification

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ACKNOWLEDGEMENTS

I would hereby like to thank several people without whom this study would not have been possible.

- My study leader Professor Perks, for her generosity and kindness. For teaching me the process throughout academic research. I have learnt so much throughout this process and I am entirely grateful.
- My family and friends, for being my support system and for always encouraging me to reach for the stars.

ABSTRACT

Despite the increase of online shopping within South Africa, there are still uncertainties in meeting customers' needs within online markets. This study looks at identifying what is regarded as desirable Facebook Marketplace used product selling attributes and what can lead to customer satisfaction. An interpretivist qualitative approach was adopted to collect fictitious data of five participants using semi-structured interviews. A thematic analysis was used to identify main themes. The study concludes by highlighting important aspects of product attributes such as clear photo images and visual product appeal which can result in customer satisfaction. Thus, future sellers should acknowledge these product aspects within the study when selling used products online.

TABLE OF CONTENTS

CHAPTER 1: INTRODUCTION AND BACKGROUND TO STUDY	2
1.1 INTRODUCTION	2
1.2 PROBLEM STATEMENT	3
1.3 RESEARCH OBJECTIVES AND RESEARCH QUESTIONS	3
1.4 SIGNIFICANCE OF THE STUDY	4
1.5 SUMMARY	5
CHAPTER 2: LITERATURE OVERVIEW OF FACEBOOK.....	6
2.1 INTRODUCTION	6
2.2 THE HISTORY OF FACEBOOK	6
2.3 FACEBOOK FEATURES	7
2.4 FACEBOOK MARKETPLACE AS A MARKETING TOOL.....	8
2.4.1 PRODUCT IMAGE	9
2.4.2 PRODUCT DESCRIPTION	10
2.4.3 PRODUCT LEGITIMACY	10
2.4.4 LISTING RESTRICTIONS	11
2.5 CUSTOMER SATISFACTION	12
2.6 SUMMARY	13
CHAPTER 3: RESEARCH DESIGN AND METHODOLOGY	14
3.1 INTRODUCTION	14
3.2 RESEARCH DESIGN.....	14
3.3 RESEARCH PARADIGM	14
3.4 RESEARCH APPROACH	15
3.5 RESEARCH DESIGN TYPOLOGY	15
3.6 RESEARCH METHODOLOGY	16
3.6.1 RESEARCH POPULATION AND SAMPLE.....	16
3.6.2 DATA COLLECTION	17

3.6.4	DATA ANALYSIS	19
3.7	ETHICAL CONSIDERATIONS	20
3.8	SUMMARY	20
	CHAPTER 4: EMPIRICAL RESULTS AND FINDINGS	22
4.1	INTRODUCTION	22
4.2	PRODUCT SELLING ATTRIBUTES	23
4.2.1	Photo image	23
4.2.1.1	Different angles.....	23
4.2.1.2	Clear image	24
4.2.1.3	Zoom function.....	24
4.2.1.4	Correct lighting	25
4.2.1.5	Authentic.....	25
4.2.1.6	Aesthetic backgrounds	25
4.2.1.7	Showcase materials.....	26
4.2.2	Product information.....	26
4.2.2.1	Detailed product description	26
4.2.2.2	Product size	27
4.2.2.3	Product conditions	27
4.2.2.4	Product authenticity.....	27
4.2.3	Product visual appeal.....	28
4.3	Customer satisfaction	28
4.3.1	Pricing	29
4.3.1.1	Affordability	29
4.3.1.2	Price reflect quality.....	29
4.3.1.3	Price negotiations	30
4.3.2	Seller honesty	30
4.4	Summary of the findings product attributes and customer satisfaction	30
4.5	SUMMARY	33

CHAPTER 5: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS.....	34
5.1 INTRODUCTION	34
5.2 OVERVIEW OF THE STUDY	34
5.3 MAIN FINDINGS FROM LITERATURE REVIEW	35
5.4 RESEARCH DESIGN AND METHODOLOGY	36
5.5 FINDINGS AND EMPIRICAL RESULTS	36
5.6 CONCLUSIONS AND RECOMMENDATIONS	37
5.6.1 Desirable product selling attributes on Facebook Marketplace.....	37
5.6.2 Customer satisfaction	38
5.7 SHORTCOMINGS OF THE STUDY AND RECOMMENDATIONS FOR FUTURE RESEARCH.....	39
5.8 CONCLUDING REMARKS	39
LIST OF SOURCES	41
ANNEXURE 1: INTERVIEW SCHEDULE QUESTIONS	46
ANNEXURE 2: ETHICS CLEARANCE FROM E.....	48
ANNEXURE 3: TURNITIN REPORT	50
ANNEXURE 4: MENDELEY SCREENSHOT	51
ANNEXURE 5: GENERATIVE AI AND AI-ASSISTED TECHNOLOGIES IN WRITING PROCESS USAGE DECLARATION.....	52

CHAPTER 1: INTRODUCTION AND BACKGROUND TO STUDY

1.1 INTRODUCTION

Social media has become one of the top online forms of digital communication worldwide, which includes content sharing, online interaction with various different users as well as community based involvement and inputs (Agarwal & Bhatnagar, 2022:21). In addition, many businesses today make use of social media to promote and market their brand of products and services that is being offered, as this leads to connecting with customers, catering and fostering for market needs and demands of the consumers (Agarwal & Bhatnagar, 2022:21). Altounjy and Thiagararan (2023:35) highlight that social media marketing or electronic commerce such as Facebook, TikTok, Instagram and other social media platforms is known to provide many customers with the opportunity to buy and sell many products and services online in an instant manner and enabling people to still stay connected (Thiagararan & Altounjy, 2023:35). Moreover, the level of customer satisfaction is dependent on the quality and effectiveness of the product for sale (Hsu & Chen 2014).

The use of social media and business commerce allows users to buy products online. These promotions of products can influence potential customers within platforms such as the Facebook Marketplace (Malik, Hairuddin & Shuib, 2018: 1562). Jahangir and Haq (2023:214) emphasize that Facebook Marketplace has grown and can be seen as one of the most used online Marketplace in the world.

On the contrary, unlike other e-commerce platforms Facebook Marketplace has integrated into the Facebook application, additionally making it easy to find and purchase products online. Moreover, there is a significance of sellers to engage with potential customers within the Facebook Marketplace and to take on a more strategic approach (Keegan & Rowley, 2017). Elbadrawy, ElKheshin and ELEssawy (2020: 10) highlights important aspects of product attributes to consider such as quality and other factors which include product image, product description is an essential aspect to maintain a competitive against any competitors and to achieve competitive advantage over competitors within the Marketplace. By doing this it is seen to create positive relationships and customer satisfaction (Elbadrawy *et al.*, 2020:10). The main focus of this study includes various research pertaining to the factors of product selling attributes which can lead to customers' satisfaction through online purchasing relating to used products In addition, the use of Facebook Marketplace allows various different Facebook users to have access to the Marketplace (Chang, Lu & Lin: 2020:1).

Additionally, according to Alshibly (2015:22) states that factors such as online service quality, product information, social value and trust are important components relating to the social commerce environment and this can lead to the overall effect on customer satisfaction with products within the online marketing platform. According to Zia (2015) research has shown the relationship between qualities of the products in the Marketplace can influence the customers' happiness and this can contribute towards a positive attitude and overall leads to increased customer loyalty and customer satisfaction (Zia, 2015).

Pham and Ahammad (2017) define customer satisfaction as a customers' snowballing effect and the experience of a product or service after they have purchased it. On the contrary Choi, Wilson & Fowler (2013) argues that customers' loyalty and satisfaction is seen as a product of the overall customers' buying experience and this can lead to an impact on potential behaviour (Choi *et al.*, 2013:347). Therefore this study will solely focus on the product attributes in relation to selling used products on Facebook Marketplace. Investigating previous research and current research to consider what attracts potential customers within the Marketplace and to determine what leads to customer satisfaction.

1.2 PROBLEM STATEMENT

Most recent research has shown that the effects within the online Marketplace, as customers have shown and noticed several concerns about the product attributes, product performance and financial aspects of purchasing products within the Facebook Marketplace, therefore this has led to customers feeling disappointed in purchasing products online and ultimately this leads to customer dissatisfaction (Moser *et al.*, 2017:4344). Moser and Resnick (2017:4344) further argue that platforms such as Facebook and the Marketplace does not offer fraud detection, conflict resolution systems or customer protection services if products are seen to be fraudulent. Furthermore, another main challenges is the lack of quality control among products online.

1.3 RESEARCH OBJECTIVES AND RESEARCH QUESTIONS

The primary objective of this study is to identify desirable Facebook marketplace used product selling attributes and what could lead to customer satisfaction. Thus, in order to achieve the primary objective the following secondary objectives was formulated:

SO¹: To determine what is regarded as desirable product selling attributes for posting of used products on Facebook Marketplace;

SO²: To determine what leads to customer satisfaction when buying used products on Facebook Marketplace;

SO³: To provide recommendations to future sellers on what is important product attributes for selling used products on Facebook Marketplace and what could lead to customer satisfaction based on the findings of this study.

Thereafter, in order to achieve the primary and secondary objectives the following methodological objectives have been recognised:

MO¹: To undertake a literature study on the history of Facebook and Facebook Marketplace, Facebook features, Facebook as a marketing tool, engagement activities and Facebook Marketplace used product selling attributes and online buying customer satisfaction;

MO²: To develop a measuring instrument on product attributes expectations for used products on Facebook Marketplace and online customer satisfaction;

MO³: To pursue an empirical investigation using semi-structured interviews to determine desirable product attributes expectations of used products on Facebook Marketplace and online customer satisfaction;

In order to achieve the primary and secondary objectives, the following research questions must be answered:

RQ¹: Which desirable product selling attributes is required for posting used products on Facebook Marketplace to meet buyer expectations?

RQ²: What keeps customers satisfied when buying used products on Facebook Marketplace?

1.4 SIGNIFICANCE OF THE STUDY

Several misconceptions have been identified when selling products online on Facebook Marketplace and not meeting customers' expectations in order to keep them satisfied. Thus, in order to overcome this problem, the study will provide insight pertaining desirable product attributes in relation to selling used product on Facebook Marketplace.

Moreover, once the research problem has been identified within this study, future sellers will know which attributes to take into consideration and this can lead to customer satisfaction. Furthermore the research will add to the academic knowledge by having an interview schedule as a measuring instrument and to identify key factors of what can lead to customer satisfaction

when buying or selling used products on Facebook Marketplace. Furthermore it will provide future academics and researchers with the use of research as a reference point for future research studies on enhancing customer satisfaction focusing on key product attributes. The study contributes to societal significance as future sellers can benefit when focusing on product attributes pertaining used products on Facebook Marketplace. Moreover, potential buyers can benefit as their needs have been met when buying used products on online markets such as Facebook Marketplace.

1.5 SUMMARY

Chapter one introduces the topic pertaining this study. It further covers the research objectives, methodological objectives and research questions which focuses on investigating which product selling attributes on Facebook Marketplace can influence customer satisfaction of used products. Thus, chapter two will provide further insight and highlight the literature overview pertaining Facebook Marketplace on product selling attributes.

CHAPTER 2: LITERATURE OVERVIEW OF FACEBOOK

2.1 INTRODUCTION

In chapter one, the study looked at social media as a platform to buy and sell products online and introduced social media marketing such as Facebook and Facebook Marketplace.

In this chapter, the study will focus on the history of the Facebook and when it was established. Moreover, it will look at the various features offered on Facebook. Furthermore, the study will look at product attributes and what can lead to customer satisfaction within Facebook Marketplace.

2.2 THE HISTORY OF FACEBOOK

According to Bellis (2020) the origin of Facebook started in 2003. It is known that Mark Zuckerberg was a second year student at Harvard University, where he wrote software for a website which was originally called Facemash. It was opened in October 2003 and closed a couple days later, as it was shut down by the Harvard executives (Bellis, 2020). As time progressed, McFadden (2023) states that Mark Zuckerberg wrote a software code for a new website which is currently known as Facebook, it was founded in January 2004. Facebook is a well renowned computer based social networking system, which has become a popular means of communication founded by Mark Zuckerberg, Chris Hughes and Dustin Moskovitz. While the three founders of Facebook all attended Harvard University, it became a popular and successful platform within the Harvard community and later spread to further institutions (Dogruer *et al.*, 2011). Soon after, Zuckerberg and Moskovitz left Harvard university, in order to manage the Facebook platform as a full time career within the year 2004 (Dogruer *et al.*, 2011). Facebook.com became an official website in August 2005 and it was purchased for \$200,000 (McFadden, 2023).

The original purpose for Facebook was to allow Harvard students to use their email addresses and their photos to connect with students at school. Researchers highlight that Facebook was initially created as a social networking platform for users to interact and connect socially and not for personal information of users or personal documentation (Sinn *et al.*, 2013). According to Hardy (2024:1) indicated that Mark Zuckerberg was the first person to create a profile on Facebook, soon after many other online users followed and created a Facebook profile. Facebook made the decision to officially go public in 2012 (Hardy, 2024) and this was seen as a significant milestone. Following that included introducing Facebook Meta platforms such as

Instagram in 2012, WhatsApp in 2014 and Facebook messenger in 2015 (Vervebook, 2022) these can be seen as strategic moves that expanded Facebook's capabilities (Hardy, 2024:1). Furthermore, in more recent times Facebook reels was introduced in August 2020 (FacebookMeta, 2020). It gives individuals new ways to express themselves and discover more of the product or service being offered online. Facebook has become one of the largest social network platforms worldwide, with over 3 billion online users (Hall, 2024).

Moreover, Facebook Marketplace is the modern online social media platform for online sellers and buyers to connect and is currently evolving in recent times (Lynch, 2023). Facebook Marketplace was officially launched in 2016. It allows potential sellers to list a variety of products online which comprises of clothing, accessories, motor vehicles, entertainment and electronics (Lynch, 2023). Previous research (Pambudi *et al.*, 2013) found that online shopping has shown a great demand within the public sector as it meets the customers' daily needs due to having busy schedules in their day to day lives.

2.3 FACEBOOK FEATURES

Facebook is a social networking website where online users can share and post content online, share comments and photographs, share links and watch videos within the Facebook platform (Nations, 2024:1). Facebook groups allows users to grow an online community, which consist of online users having similar interests such as products and services being offered (Peard, 2024). Moreover, streaming live online videos within the Facebook platform includes watching Facebook reels and videos within the guidelines of the Facebook community (Nations, 2024).

Furthermore, the like button involves an action that can be seen on the users' timeline and additionally notifies the users' friends and family on the Facebook feed (Worley, 2013). Social media platforms such as Facebook are built upon social interactions (Heinonen, 2011) thereby, sharing marketing posts that online users can relate to increases customer satisfaction and maximise profits for sellers online. Sellers online are capable to create their own online pages with the assistance of customers, such as uploading pictures and videos and this can lead to interaction with current and potential customers. Furthermore, customers feel more empowered and satisfied by the ability to react, share, review and comment on products online (Al-Adwan & Kokash, 2018:17). Customer attraction comes from the fact that Facebook allows sellers to create their own brand page where it allows users to post pictures, links and comment to engage with customers (Gummerus, Liljander, Weman & Pihlstrom, 2012:860).

According to Piranda, Sinaga and Putri (2022:81) the main aim of marketers is to discover tools that enables one to reach and target a diverse audience. Social media marketing is a global phenomenon as millions of people use social media every day. Therefore, utilizing Facebook as a marketing tool can enable advertisers and sellers to have direct contact with their target audience. The development of digital communication tools is essential for marketing purposes. Digital communication tools have become a popular marketing strategy globally as sellers can communicate with the target audience (Rowley, 2016). Furthermore, social media marketing tools is seen to be a valuable resource to enhance social media strategy and to increase engagement. The social marketing tools allows one to share new content with the right audience and at the right time. By having these tools it is easier to connect with customers and people who are interested in your product (Intuit, 2024).

2.4 FACEBOOK MARKETPLACE AS A MARKETING TOOL

The primary goal of marketers is to develop an efficient marketing tool in order to achieve a diverse target audience (Piranda, 2022:79). Marketers are faced with numerous information which can make it difficult for businesses to differentiate the type of message to send across and distinguish what customers are looking for. Therefore, by using Facebook as a marketing tool it can help resolve this issue (Piranda et al., 2022:80).

As a digital marketing tool, Facebook Marketplace can be used in a variety of ways which include advertising, sales promotion, individual sales and product promotions through packaging which attracts potential customers (Ramos *et al.*, 2023:27). Piranda (2022:81) further indicates that businesses are expanding their consumer preferences by establishing Facebook groups and pages. This includes word-of-mouth marketing which can be shared through communities online, where customers can communicate their past experiences relating to a product or service. Despite free membership, Facebook earns money by means of advertising, mobile advertising, gift shops, and other digital goods from the platform (Nair, 2014). Threads and posts on Facebook can be advertised for free online or sponsored by means of payment (Celebi *et al.*, 2015). Furthermore, Curran (2015) explains that marketing has to be done in an effective and innovative way through social media platforms such as Facebook to increase purchasing intention and customer satisfaction (Dehghani & Tumer, 2015).

Moreover, social media platforms such as Facebook and Instagram have given current and future marketers the opportunity to understand the needs and demands of customers and additionally, what attributes could lead to satisfaction from potential customers (Hogue, 2020).

Elkhani and Foot (2019) further emphasise that the customers' expectations about the performance or quality of the product often occurs during the pre-purchase period. A discussion on some product attributes necessary for posting on Facebook Marketplace follows.

2.4.1 PRODUCT IMAGE

Product images are considered as important for marketing and success within the Facebook Marketplace. The product image can be seen as a set of ideas, beliefs and impressions that a customer has towards a product or service, in relation to the information given about the product online (Kotler & Lane, 2009). According to Hosting (2019) product images is seen as an important attribute as they help customers make informed purchasing decisions. It can include a range of different angles and good lighting which allows customers to zoom in and explore the product in more detail. Uploading online product pictures is an essential part of the visual design, as this is the only way for customers to visually inspect and detect the products before making an online purchase (Berg *et al.*, 2015). A product image with clear and high resolution qualities can lead to an increase customer satisfaction, customer loyalty, and repurchase intention among customers within the Marketplace (Lai *et al.*, 2009). A full product visual image with a 360 degree angle is an important factor to consider when advertising on Facebook Marketplace. Additionally, providing horizontal and vertical angles of images can result in customers feeling satisfied (Pritesh, 2023).

However, the amount of detail in photos can be manipulated through close up shots versus long shot conditions, but close-up images is preferred as it can increase visual attention among customers (Kim & Song, 2019). Song and Kim (2012) argue that larger pictures help customers receive more information about the product and this results in increased purchasing intentions. Similarly, being able to zoom in helps customers inspect the finer details that is not visible in smaller pictures. This leads to building trust and confidence among customers and boost sales (Sihare, 2017:16). Product images should be in an attractive display and form, by using different colour patterns while keeping a blank, simple or neutral background. The background should be white or none to reduce the real reflection or flash of product images (Sihare, 2017:15). According to Erning (2024) when selling clothing online it is vitally important to show all different angles of the item and should include showing the different types of fabric structures the clothing is made out of, what condition the item is in and the quality of the item (Erning, 2024).

2.4.2 PRODUCT DESCRIPTION

The product description is an important step to product awareness (Zhu, Mou & Benyoucef 2019:322). A product description provides all the product details, as it explains what a product is and why a consumer should purchase it (Riserbato, 2020). Therefore, when writing a product description the seller should be specific as possible and avoid use of jargon language (Riserbato, 2020). Furthermore, a well-executed product description that highlights all unique features of a products leads to an increase in customers and persuades them to make a purchase online (Allucinant, 2023). A customer will easily understand the product details if the product images match the description.

However, in modern times customers do not have time to read all information regarding a particular product (Resatsch, Sandner, Leimeister & Krcmar 2008). It is recommended that the seller uses a few bullet points to highlight the key features, specifications and the benefits so future buyers and customers read them quickly and easily (Lee *et al.*, 2024). Product history into some aspects of the product, are seen to be very useful to online customers (Creusen, 2010:26). The product history communicates all product attributes and aspects that is important to customers. According to Ariel (2014) the history of the product is an important attribute, as it gives the customer a better understanding as to how the product is unique in relation to competitors. The more descriptive the history of a product leads to increased sales and ultimate customer satisfaction (Ariel *et al.*, 2014). The quality or condition of the product is essential when selling used products within the Marketplace. Product quality describes the product potential in order to meet customer standards (Caramela, 2024).

2.4.3 PRODUCT LEGITIMACY

According to Castello (2024:1) product legitimacy and authenticity is used to ensure products are trustworthy and authentic for the potential customers. In past times, there has been a difficulty in keeping customers satisfied and keeping loyal customers if counterfeit products have been found within the online marketplace. This can result in customers not trusting future sellers' products and can lead to a damaging reputation (Castello, *et al.*, 2024:1). Thus, it is vitally important to give product details regarding imperfections of the used product. In addition, providing proof of the used product for the guarantee period.

Customers have the legal right in order to achieve a proof of purchase when shopping online, in the event if a product fails to meet the consumers' needs within the guarantee period (Saji, 2019). A proof of purchase includes a document or transaction that shows proof of receipt,

once a customer has bought and a product or service (Saji, 2019). Thus, in cases where the product image is different from the actual product itself, this leads to customers feeling deceived and unsatisfied (Sung *et al.*, 2023:2). Following this, it is essential to allow product viewing for customers online to reduce customer dissatisfaction (Castello *et al.*, 2024:1). Lee (2018) indicates that product packaging is another crucial factor in marketing, ensuring that the packaging meets customers' expectations when buying used products online.

2.4.4 LISTING RESTRICTIONS

The listing requirements of used products within Facebook Marketplace is an important factor to take into account. Sellers should only focus on selling legal and physical items, as counterfeits are not allowed on the Facebook Marketplace (Facebook Meta, 2024). Furthermore, online listing platforms provide a unique context where customers can collect information pertaining the product, in doing so this can result in happy and satisfied customers (Freudenreich, 2018:31). Selling legal items on Marketplace entails the legal certainty, which includes all efforts based on the law to give customers the right to purchase and determine products online (Njatrijani *et al.*, 2018). Legal protection should be adhered to, especially in circumstances where the quality of products is not suitable and if products are defective. In this case, the customers' needs have not been met and this results in the customer having consumer rights to fulfil any compensation claims (Pratama *et al.*, 2018). According to Hobson (2017) selling physical items online are crucial factors as physical products are seen to be tangible and real.

Furthermore, Patricia (2024) highlights the importance to take preventive measures to remove products within the online Marketplace that could potentially harm or threaten the public health and safety. Avoiding these recalled items is important as it could put potential customers at risk and this can lead to overall dissatisfaction within the Marketplaces, resulting in legal implications (Patricia, 2024). Facebook Meta (2024) states that any form of medical and healthcare products is not permitted on Facebook Marketplace such as medical equipment. The implications of sales that include health care products can result in ethical and legal risks within online purchases, therefore it should be avoided at all costs (Laura *et al.*, 2022). Morris (2018) explains that there has seen to be an increase of criticism within the online Marketplace system, as there has been an increase of counterfeit products. In addition to this matter, online marketers have been working hard to overcome this issue as counterfeit products reduces the sales of online products.

2.5 CUSTOMER SATISFACTION

Customer satisfaction is vitally important for marketers and businesses as it leads to potential customers making repeat purchases, increase customer loyalty and increasing word-of-mouth among friends and family (Kitsios *et al.*, 2021). Customer satisfaction can be seen as a key concept in modern day marketing approaches by delivering satisfaction to customers and achieve profits in return. Therefore, customer satisfaction is crucial in meetings customers' needs for any potential sellers for the success of online retailers (Yi & Natarajan, 2018).

Furthermore, if product performance can exceed customers' expectations it can lead to an increase in overall customer satisfaction (Khairi, 2021). Online retailers should strive to achieve customer loyalty and to meet various factors to sustain customer loyalty (Bruschet *et al.*, 2019). Meeting customers' expectations of good quality when buying used products, delivers value for customers (Qarma, 2022). Moreover, when customers receive high-quality products it can result in customer loyalty and satisfaction. Another aspect includes information pertaining to the quality of the product. This is an important attribute for online shoppers, specifically during the pre-purchase information search feature regarding products. By doing this, it enables buyers to make informed decisions when purchasing a product (Tzeng *et al.*, 2020).

Future sellers must be honest about the product and condition of the product as it increases trust, productivity, preference and efficiency with online purchases (Lin & Lekhawipat, 2013). If the real product looks better than the photo it enhances customers' loyalty online. Moreover, customers have seen to be vulnerable when it comes to online shopping and customer queries and this has affected future buying behaviours online (Retnowati *et al.*, 2021). Therefore, it is imperative that sellers communicating with prospective buyers should be as open and honest in relation to any customer queries and adhering to their concerns when buying online. By doing so, it eases the anxiety of customers buying patterns online and can improve trust and loyalty (Darmawan *et al.*, 2018).

Recent studies suggest that shopping online can save time as it is easy to use and navigate. Information pertaining to the variety of a product and quick deliveries can leave customers feeling highly satisfied (Brusch *et al.*, 2019). Additionally, it is a great tool for online marketers and sellers to improve the overall customer experience (Shaw, 2023). Therefore, satisfaction results from customers experiencing product performance that is better than expected (Yi *et al.*, 2018).

2.6 SUMMARY

The literature review provides an extensive overview of Facebook and introducing Facebook Marketplace. It further discusses how the platform started from university students in their college dorms to the platform currently being one of the most used platforms in the world. It looks into the different features that Facebook has to offer, this includes posting content online, sharing comments, photographs and joining groups within the Facebook platform. It highlights when Facebook Marketplace was launched.

The chapter further discusses the important aspects when using Facebook as a marketing tool this includes advertising, mobile advertising, gift shops and other digital goods from the platform. The chapter focuses on how sellers within the Facebook Marketplace can enhance customer satisfaction and their loyalty by using the necessary product attribute features to attract customers and sustain longevity within the online market for potential customers.

Overall the chapter discusses how to maintain customer satisfaction as sellers, with the different product attributes such as clear product images, having a detailed product description, ensuring legitimacy of used products which includes no counterfeit of products and listing requirements which includes selling of legal products. It further looks into appropriate selling strategies for future sellers that can lead to overall customer satisfaction.

CHAPTER 3: RESEARCH DESIGN AND METHODOLOGY

3.1 INTRODUCTION

In chapter one the main objectives were discovered within this study, which was to determine what is regarded as desirable Facebook Marketplace used product selling attributes and what can lead to customer satisfaction. In chapter two, the literature overview provided an in depth outline of the history of Facebook and Facebook Marketplace, features, Facebook as a marketing tool and product attributes pertaining Facebook Marketplace which can lead to customer satisfaction.

Chapter three focuses on the research design and methodology. This will serve as a link to the first two chapters and give a broader insight to address the primary and secondary objectives. It will include all relevant information pertaining to sampling, data collecting, data analysis and ethical considerations. Analysed data was based on fictitious data from which no research publications will be forthcoming. However, the research process that follows will be described as if real data was collected.

3.2 RESEARCH DESIGN

The research design can be seen as the outline of the research process as to how the study will move from the research questions to the final outcomes (Abutabenjeh & Jaradat, 2018:237). It outlines the methods and procedures which will be used to collect and examine the data and overall achieve the objectives within the study (Hussan, 2024:1).

3.3 RESEARCH PARADIGM

Researchers describe a paradigm as the strategy to understand the set of beliefs that defines the overall view to the researcher (Lincoln *et al.*, 2011). There are three main research paradigms that is used in research these include positivistic, critical and interpretive paradigms (Shah *et al.*, 2013:253). Positivism can be used to connect and correspond the scientific approach to the world (Pawlikowski Rico, N. & Van, 2018). Furthermore, researchers explain positivism as the main focus on real data and accurate information without being influenced or biased by the interpretation of various individuals' viewpoints (Saunders *et al.*, 2012).

On the other hand, a critical paradigm liberates individuals by altering their political, social or cultural beliefs. However, interpretivists believe that human beings are different from the physical events and acts with the assumption that human beings cannot be studied with the

natural experience. Therefore interpretivism is different from positivism as it highlights the depths within the research environment in a study (Alharahsha & Pius, 2020). Furthermore, studies show that interpretivist paradigms can be linked between the researcher and specified components within the research process (Irshaidat, 2019). Thus, this study will adopt an interpretivist research paradigm as it collected data using a semi-structured interview schedule.

3.4 RESEARCH APPROACH

Research can either be qualitative or quantitative in nature. Qualitative studies are useful in generating rich contextualised information (Garbarino *et al.*, 2012). Qualitative research is an approach in research which explores individuals or groups that are assigned to a social problem (Creswell, 2014:32). Therefore, by conducting a qualitative study researchers are concerned with identifying how individuals describe their own human experiences (Merriam & Tisdell, 2016:6). The research instrument used within this study includes the interview schedule. In contrast, this is different to a quantitative study which only examines and focuses on the correlation among variables to test a hypothesis. A quantitative study is used to determine cause and effect relationship (Merriam & Tisdell, 2016:5). Researchers emphasise that the data used in a quantitative study is examined statistically to produce accurate results within a study (Creswell, 2014).

Therefore quantitative studies are useful in generating data numerically and summarized data analysis (Demanet & Van Houtte, 2016). The research approach taken within this study involves a qualitative approach, as the research is concerned with how prospective customers describe their own experiences using the Facebook Marketplace and what could lead to customer satisfaction.

3.5 RESEARCH DESIGN TYPOLOGY

The research design typology within a study can either be explanatory, exploratory or descriptive. An explanatory study explains why a factor is being constructed into an object (Swedberg, 2020). On the contrary, studies explain that exploratory research refers to an attempt to discover something new (Swedberg, 2020).

Moreover, descriptive research design is the most used approach as it provides a straightforward description of perceptions and experiences within a study, particularly in areas where there is not enough information about a study that is still under investigation (Sandelowski, 2010). Polit and Beck (2012) define exploratory research as a type of method to clarify how a phenomenon is established and how it can discover an environment that is little

understood (Polit & Beck, 2012). Following this, an exploratory research is a methodology approach that looks into the research questions within a study that has not previously been studied in depth (Scribbr, 2023).

This study will make use of an exploratory research design, as there has not been enough research done on Facebook Marketplace and will further investigate research questions that has not been previously studied in depth. The study focuses on desirable used selling product attributes and what can result in customer satisfaction. Thus, it will uncover a broader understanding of exploration by conducting semi-structured interviews as to what could lead to potential customer satisfaction within Facebook Marketplace in relation to desirable product selling attributes when buying or selling used products online.

3.6 RESEARCH METHODOLOGY

Research methodology can be defined as a specific process and approach when conducting research within a study (Antwi & Hamza, 2015:218). The research methods used in a study include data collection and different data analysis techniques which are used to produce and develop knowledge in the study (Alharahsheh & Pius, 2020). Furthermore, in research there are various methods that are used to collect information within a study, these include primary and secondary data (Douglas, 2015).

Primary data is used when the researcher collects data for the first time, while secondary data is the data already collected or produced by others (Mesly, 2015). Moreover, primary data within a study is real time data whereas secondary data is one which relates to the past (Mesly 2015). The primary data that this study focuses on consists of the fictitious data. On the contrary, secondary research is the data collected from pre-existing primary research such as experiment or surveys (Scribbr, 2024). The secondary data used within this study includes information from internet websites, books, and literature sources such as academic journal articles. These will be used to conduct a literature review in relation to selling attributes for used products within the Facebook Marketplace and what can enhance customer satisfaction.

3.6.1 RESEARCH POPULATION AND SAMPLE

In research the population indicates the complete group of individuals that share common attributes and can be seen as the main focus of the study (Sileyew *et al.*, 2020). Thus, it represents the overall set of elements that the researcher aims to study and draw conclusions about. The population within this study includes all Facebook users who are older than 18 years

old in South Africa that has an active Facebook account. Moreover, a sample refers to a subcategory of the population such as a smaller group that researchers use to draw conclusions about (Taherdoost, 2018). Generally, samples in qualitative research are called ‘participants’ rather than ‘respondents’ (Padgett & Nakkeeran, 2016). Hence, the sample group within this study focuses on five participants who have either bought or sold used products on Facebook Marketplace.

Furthermore, when doing research two principal groups of sampling strategies are used in population research. The first is known as probability sampling, this includes each individual of the targeted population who has an equal opportunity of being selected as a study participant (Stratton, 2021:373). Furthermore, the probability sampling draws conclusions about the target population within a study (Stratton, 2021:373). However, non-probability sampling methods are seen to be less objective than probability techniques as the researcher uses sampling that does not include every individual of the target population to participate within a study. Therefore, the researcher self-selects participants to take part in a study (Stratton, 2021:373). There are various forms of non-probability sampling, the most popular form is known as purposeful sampling. This can be used when participants are carefully selected by the researcher (Stratton, 2021:374).

Snowball sampling can be used in research when the participants are suggested to the researcher and it can be an effective way to conduct research about individuals with specific traits who might be difficult to identify (Scribbr, 2022). Furthermore, convenience sampling is used when the researcher reveals the study and the participants’ can self-select if they wish to participate within the study (Stratton, 2021:375). Thus, this study focuses on non-probability convenience sampling as the first two interviews included participants that are known to the researcher. However, snowball sampling includes the participants’ being referred to the researcher. Therefore, the remaining participants were referred from the selected participants to the researcher and if all participants have bought on Facebook Marketplace.

3.6.2 DATA COLLECTION

Data collection can be defined as the methodical process of gathering observations and measurements within a study (Bhandari, 2023). In qualitative research, several data collection research methods can be used which include focus groups, interviews and observation methods. Interviews can be free or unstructured with open-ended questions relating to a specific topic and the interviewer adapts to those responses. However, in structured interviews it has a

prearranged set of questions in which every participant is asked. In most cases it is one-on-one interviews, conducted with topics requiring a more in-depth exploration (Brannan, 2022). Moreover, focus groups are often held between eight to twelve focused participants and are used to collect qualitative data related to a specific topic (Brannan *et al.*, 2022:1). Observation methods involves watching and recording the behaviour of people, events or objects within their natural surroundings (Brannan *et al.*, 2022:2).

In this study a semi-structured interview was conducted. The interview schedule will consist of two sections, Section A which includes demographic information in relation to the participants and Section B which includes two questions consisting of product attributes pertaining used products and what can lead to customer satisfaction on Facebook Marketplace. The study focuses on a one-to-one interview approach as it includes interviewing five participants discussing their experience on Facebook Marketplace of selling or buying used products online. All the responses were be recorded. Prior to recording of data, an ethics consent form was signed by all participants ensuring confidentiality and anonymity. Written informed consent was obtained from all participants. The interview had a duration of about 30 minutes and all participants' feedback was written up anonymously.

3.6.3 TRUSTWORTHINESS AND RIGOUR

The research approach conducted in each phase of the research process should not only achieve desired results to the specific criteria, however it should enhance credibility and trustworthiness within the study (Polit & Beck 2012). When conducting research, credibility indicates certainty of data or views of the participants and interpretations made by the researcher (Polit & Beck 2012). Ensuring credibility within a qualitative study the researcher should demonstrate methods of performance, observations and engagement. Peer debriefing and review strategies can be used to assist the researcher by managing interview bias views and the overall experience related to themes pertaining the study (Mitchell, Boettcher, Duque, & Lashewicz, 2018).

Furthermore, dependability ensures the consistency of data over similar conditions (Tobin & Begley 2004; Polit & Beck 2012). The researcher's process within the study can be seen dependable if the study findings are duplicated with similar participants having comparable conditions (Koch, 2006). Thus, dependability can include member checking to enhance rigour by ensuring interviewers should return to the selected participants for accurate information and verification of recorded interviews or the interpretations of those interviews (Creswell, 1994).

By checking participants' information or feedback from interviews it assumes that individual meaning and memory to their experience with online shopping are constant (Hamilton, 2020:201).

Confirmability within a study represents the researcher's ability to determine the data that correspond to all participants' responses and moreover the researcher should not disclose any bias viewpoints within the study (Tobin & Begley, 2004). Moreover, ensuring validation of the findings can ensure clarity of thoughts or ideas during the actual interview (Hamilton, 2020:201). Member checking post interviews can assume that participants are willing to engage in interpretive discussions pertaining their experience (Sandelowski, 2008).

Moreover, transferability represents the results which can be applied to other groups in research (Houghton *et al.*, 2013). A qualitative study has met this criteria ensuring that results have meaning to other individuals which are not involved within the study and can relate to the results having their own experiences (Polit & Beck, 2012).

3.6.4 DATA ANALYSIS

Data analysis is an important element when doing qualitative research. The focus of the analysis can lead to explicit importance in which individuals attach their actions and responses that is related to an experience (Ravindran, 2019:40). When doing research in a qualitative study the researcher is seen as the main research instrument within a study, in addition with their ability to understand and interpret experiences (Maguire & Delahunt, 2017).

Furthermore, data in a qualitative study can include text such as open-ended responses to interviews or surveys and can also include audio, images and videos (Insights, 2024). Therefore, this study will make use of a thematic analysis. Thematic analysis can be defined as the process to identify main themes within qualitative data (Braun & Clarke, 2006). There are several ways to approach a thematic analysis (Javadi & Zarea, 2016). Additionally, the goal of a thematic analysis is to identify common themes to address a common research issue. Thus, it is more than only summarising all the data but more so to make sense and interpret the data within a study (Braun & Clarke, 2013). Moreover, Braun and Clarke (2006) has demonstrated a step-by-step guide which is beneficial when conducting a thematic analysis in a qualitative study.

- Step 1: Becoming familiar with all the data;
- Step 2: Generate initial codes;
- Step 3: Searching for common themes;
- Step 4: Review the themes;
- Step 5: Define themes, and
- Step 6: Do a thematic analysis write up.

The first step ensures identifying and becoming familiar with the data such as reading the interview responses with all participants within the study. Secondly, the researcher must generate initial codes such as highlighting important extracts from the interview responses and identifying the main points. The third step involves searching for themes, thereby identifying common themes from the study. Furthermore, reviewing themes ensures if themes present the data accurately and if further adjustments need to be made. Defining themes ensures understanding the name for each theme. Finally, the last step conducts writing the thematic analysis in a report style. Therefore, this procedure was followed throughout by identifying and becoming familiar with data from the interview responses. Initial codes were highlighted from identifying main points within the interviews extracts. Common themes were identified from participants' responses. Furthermore, reviewing of themes were finalised within the study. After all the themes were finalised, a thematic analysis report was composed.

3.7 ETHICAL CONSIDERATIONS

As the study is based on fictitious data, Annexure Form E was completed for ethical clearance. There is thus no danger regarding anonymity and confidentiality of participants.

3.8 SUMMARY

This chapter provided a broad overview of an interpretivist approach relating to a qualitative study. This study will make use of an exploratory research design as there has not been enough research done and will further investigate research questions that have not been previously studied in- depth relating to online selling attributes within Facebook Marketplace pertaining used products which can lead to customer satisfaction. Secondary data was collected by the use of academic journal articles, websites and books online. Primary data was fictitious. Furthermore, five participants have been selected to conduct a semi- structured interview which

was a duration of 30 minutes, who have a Facebook account and are over the age 18 years. Trustworthiness and rigour have been followed and adhered to within the study ensuring no biased opinions or views have been made by the researcher. It ensures peer debriefing and member checking of participants' feedback and information pertaining their interview which can enhance credibility and dependability within a study. Moreover, a thematic analysis has been adapted within this study by identifying main themes in the study in relation to desirable selling attributes expectations of used products on Facebook Marketplace. In addition, a thematic analysis follows a six step process which this study has adopted in carrying what can lead to customer satisfaction within Facebook Marketplace pertaining desirable selling attributes of used products.

CHAPTER 4: EMPIRICAL RESULTS AND FINDINGS

4.1 INTRODUCTION

Chapter Three outlined the research design and methodology used to approach and analyse data in order to answer the study's research questions. The research strategy in chapter three serves as a guide in completing chapter four. This chapter will focus on the data analysis of the fictitious empirical findings and interpretations of these findings of five participants. The use of thematic analysis has been used by identifying main themes and sub-themes within this chapter to identify what is regarded as desirable Facebook Marketplace used product selling attributes and what could lead to customer satisfaction.

The demographic data of the fictitious sample data is presented in Table 4.1.

Table 4.1: Demographic data of fictitious data

Demographic data	Description	Frequency
Gender	Male	2
	Female	3
Age	18-25	1
	26-35	1
	36-45	3
Ethnic affiliation	Black	1
	Coloured	3
	White	1
Highest education level	Matric	1
	Degree	3
	Post-graduate degree	1
Employment status	Ordinary employee	3
	Manager	1
	Business Owner	1

Table 4.1 demonstrates that three out of the five participants in this study were female and two were male. The most represented age group (three out of five) were between the ages of 36 to 45, followed by the minority (one out five) in the 26 to 35 age group and additionally only a few (one out of five) were between the ages of 18 to 25. More than half of the participants in this study were coloured (three out of five), while only some were white (one out of five) and some were black (one out of five). Furthermore, many of the participants (three out of five) have a university degree, while only the minority (one out of five) have a post-graduate degree and a matric certificate (one out of five). Moreover, most of the participants (three out of five)

are ordinary employees, while a few (one out of five) were managers and business owners (one out of five) in this study.

4.2 PRODUCT SELLING ATTRIBUTES

For the purpose of this study based on fictitious data, it is essential to identify desirable product attributes when selling used products on Facebook Marketplace. Thus, it is important to understand how sellers should advertise used products for sale on Facebook Marketplace. Product attributes can be defined as the products properties or characteristics of holistic dimension (Bloch *et al.*, 2011:42).

Three main themes were identified to emphasize desirable product attributes when selling used products on Facebook Marketplace namely photo images, product information and product visual appeal. Several sub-themes has been identified within these three main themes pertaining to this study. A discussion on the first main theme photo image follows.

4.2.1 Photo image

The main goal for many e-commerce platforms is visual representation as it leads to increase customer engagement when searching for specific product attributes (Rajesta, Sharma, Regin & Singh 2021:34). By investing in high quality images it portrays a commitment to customer satisfaction and attention to detail, this can lead to an increase in trust and loyalty among customers (Pritesh, 2023). In e-commerce, studies have demonstrated that product images are seen to be more effective in persuading customers to engage in purchase behaviors (Van Der Heide *et al.*, 2013) In a similar light, customers' buying decisions is primarily influenced by products' visual appearance (Shankar, Narumanchi, Kompalli & Chaudhur, 2017:1). Furthermore, customer interactions can be increased by the quality of images online (Huang & Benyoucef, 2013). Seven sub-themes have been identified within this main theme as elaborated on the next.

4.2.1.1 Different angles

Showing products from 360 degree angled views helps customers understand and envision what the products look like (Pritesh, 2023). Providing customers with multiple angles of used products helps them get a clear vision and understanding of the used product. Images from all angles such as the front, back and sides all contribute to satisfying customers when buying online (Sanfilippo, 2024). Five participants regard uploading product images of used products from different angles on Facebook Marketplace as a desirable product selling attribute.

As noted by these participants:

P1: Displaying the product from multiple perspectives.

P2: Ensure the product's appearance and features are visible from every possible angle, as multiple photos can be uploaded.

P3: Showing the product from different viewpoints.

P4: Photos from all sides.

P5: As it's a pre-owned item, it's important to capture good angles for the best representation.

4.2.1.2 Clear image

Clear product images can result in building trust from sellers to their customers as it conveys a sense of professionalism and attention to detail. By providing clear and detailed images it enables customers to identify the products they are considering to purchase and how it can fit into their daily lifestyles (Pritesh, 2023). Clear and high quality images enhances creditability, thereby allowing customers to view the sellers' products as reliable (Sanfilippo, 2024). Four participants deem showing clear photo images of the used products on Facebook Marketplace as a desirable product selling attribute.

As noted by these participants:

P1: It's crucial that the seller presents a clear image of the product being sold.

P2: The image uploaded to the Marketplace should be sharp and detailed.

P3: Providing clear visuals of the product is important.

P4: The images must be clear and offer the buyer all the visual details they need to decide whether they want the product or not.

4.2.1.3 Zoom function

Customers cannot view the actual size of the product and this can be prevented by the use of high resolution images where customers can zoom in on the product to view finer details. Including close-up shots of the product can be beneficial to the seller as certain features can be viewed (Pritesh, 2023). Two participants explain the importance of having photo images with the function of zooming in and out of photo images when selling used products on Facebook Marketplace as a desirable product selling attribute.

As noted by these participants:

P1: Enabling the ability to zoom in and out on the product.

P2: Additionally, I think allowing close-up, zoomed in views of minor scratches or imperfections on the product is important.

4.2.1.4 Correct lighting

The quality of product images has been found to influence the perceptions of product quality and customer purchase intentions (Wells, Valacich & Hess, 2011). When presenting used products online, the quality of photographs are related to good lighting which allows one to highlight all the details of the product correctly (Radosław & Katarzyna, 2022:787). Two participants consider a good photo image by having the correct lighting in particular day lighting as important when uploading photo images on Facebook Marketplace as a desirable product selling attribute.

As noted by these participants:

P2: Ensuring proper lighting and accurate colour representation on the product.

P5: I think adequate lighting is crucial and no photos should be taken at night.

4.2.1.5 Authentic

Image authenticity can be defined as the realness of an image to customers, specifically relating to the actual appearance of used products such as colour, clarity, context and perspective (Xiao-Ling, Xiaoyue & Zhongyun, 2022:3). If a product is seen to be authentic, customers believe that the product is valuable. However, images that are seen to be unrealistic can weaken customers' views of meeting product expectations and the value of product (Choi *et al.*, 2019). Two participants view authentic photo images of used products on Facebook Marketplace as a desirable product selling attribute.

As noted by these participants:

P4: The images should show any defects or flaws in the product.

P5: Promotional images must be authentic as possible. By this I mean... using proper lighting, avoiding nighttime photos, and refraining from editing the appearance of products.

4.2.1.6 Aesthetic backgrounds

Commercial photography is intended to grab customers' attention to arise interest in the desired products to encourage them to make a purchase (Radosław & Katarzyna, 2022:787). Therefore, having a simple and clean consistent background makes a significant difference on how products are perceived by potential buyers on Facebook Marketplace (Pritesh, 2023:2). One

participant emphasizes on the importance of having an aesthetic visually appealing background when uploading images of used products on Facebook Marketplace as a desirable product selling attribute.

As noted by this participant:

P3: The product should be photographed against an attractive and visually appealing background.

4.2.1.7 Showcase materials

Customers are likely to overlook written details such as product descriptions and features, it is important to focus on quality images showing materials and textures of products (Brandjump, 2024).

P1: Show close-up shots of the products textures.

P3: So you can see what the product's made of.

Therefore, by investing in high quality images it portrays a commitment to customer satisfaction and attention to detail, this can lead to an increase in trust and loyalty among customers (Pritesh, 2023). The second main theme is product information is presented next.

4.2.2 Product information

When shopping on Facebook Marketplace, customers' cannot touch products before purchasing it, therefore, a well-executed product description can provide all the necessary details with information pertaining to the products and builds trust among customers online (Sajid, 2024:1). Four sub-themes have been identified within this main theme as elaborated on the next.

4.2.2.1 Detailed product description

Product descriptions and specifications are vitally important as it provides potential customers with additional details about the product within the Facebook Marketplace, specifically if the images do not give the buyer enough information (Pritesh, 2023). The seller should use written product information not just product images when selling products (Pritesh, 2023). Four participants emphasize that when selling used products on Facebook Marketplace it is important to give a detailed product description of the used product.

As noted by these participants:

P1: It helps when a comprehensive overview of the product's characteristics are provided.

P2: The seller must include a section with additional details about the product.

P3: Offer an in-depth explanation of the product that gives me more information.

P4: Offers the buyer all the information I require.

4.2.2.2 Product size

Customers depend heavily on an accurate size guide when shopping online as without it they might feel uncomfortable (Ansari, 2022:1). Furthermore, having a size guide reduces the return rate for online sales. One participant deems that when selling used products on Facebook Marketplace it is important to provide information such as product size, to enable viewing a realistic product.

As noted by this participant:

P1: The product's dimensions should be shown.

4.2.2.3 Product conditions

Online reviews normally contain sufficient information of products specifically in relation to product defects (Abbas & Malik, 2023:900). Ensuring good product condition and quality refers to how well a product meets customers' expectations. In doing so, the customers perception of product quality can influence their overall purchase decisions (Insight, 2022). Having an indication of product quality that meets customers' needs is essential as it increases customer satisfaction and loyalty within the online Marketplace (Chow *et al.*, 2015). Good quality used products sold online leads to the enhancement of overall customer satisfaction (Khan, Kalbani & Khansouri, 2021).

Two participants view product conditions by showing all defects of the product as essential product information when buying used products on Facebook Marketplace.

As noted by these participants:

P2: Before I decide that I want to list products on the Marketplace, I check that they are in excellent working condition. Revealing any minor scratches or imperfections on the product is important.

P3: Revealing the quality of the product in the photos.

4.2.2.4 Product authenticity

When the seller provides proof of the authenticity of used products it increases confidence within the customers' purchase behaviour. In addition, it can provide a peace of mind to

customers and enhance trust and loyalty (Digitallink, 2024). One participant views product authenticity as an important information when selling used products on Facebook Marketplace especially for high end products. As noted by this participant:

P1: For high-end products, and branded items like Gucci or expensive jewellery, I think you should make sure to provide certification of authenticity to verify the product's legitimacy.

Therefore, a well-executed product description can provide all the necessary details with information pertaining to the products and builds trust among customers online (Sajid, 2024:1). Another main theme is product appeal when selling used products on Facebook Marketplace.

4.2.3 Product visual appeal

Visual appeal is an important determinant for customers such as aesthetics that is associated with e-commerce websites (Campbell *et al.*, 2013:755). Visual appeal refers to the perceived appearance or beauty of a product (Bloch *et al.*, 2011:44). Visual appeal of e-commerce websites is an important determinant for customers (Campbell *et al.*, 2013:755). Customers' buying behaviours are primarily influenced by the products visual appearance when shopping online (Shankar *et al.*, 2017:1). It is therefore important to ensure an excellent visual appeal when selling products online (Rajesta *et al.*, 2021:34). Two participants state product appeal regarding appearance is an essential product attribute when selling used products on Facebook Marketplace.

As noted by these participants:

P2: The products appearance should be visually appealing and eye catching. When presenting it on an online platform like Facebook Marketplace, it should be styled in such a way that would make it appealing to potential buyers.

P3: The product should be attractive and visually pleasing.

It is therefore important to ensure an excellent visual appeal when selling products online (Rajesta *et al.*, 2021:34). The next secondary objective will be addressed.

4.3 Customer satisfaction

Customer satisfaction results from customers experiencing product performance that is better than expected (Yi *et al.*, 2018). Therefore, customer satisfaction is crucial in meeting customers' needs when selling online (Yi *et al.*, 2018). Two main themes have been identified for customer satisfaction of buying used products on Facebook Marketplace. These include pricing and seller honesty.

4.3.1 Pricing

It is found that customers are more likely to develop a satisfied relationship with sellers when products are priced reasonably (Bitca, 2023). Therefore, when pricing appears to be fair and corresponds to the products current value, customers can develop a loyal and trusting relationship. By doing so, it results in overall customer satisfaction between sellers and buyers (Bitca, 2023).

Four sub-themes have been identified within this main theme as elaborated on the next.

4.3.1.1 Affordability

In order to achieve customer satisfaction, customers check if the prices of products are affordable (Bitca, 2023). Two participants view price affordability as a measure of customer satisfaction if buying used products on Facebook Marketplace.

As stated by these participants:

P1: Discovering a product on the Marketplace at a reasonable price would make me feel satisfied and happy as a customer.

P5: Searching for a high-quality product that won't cost me an arm and a leg.

4.3.1.2 Price reflect quality

Price is a crucial factor and can be seen as the main determinant of customer satisfaction. If the price is relatively cheap and the quality of the product is the same as the higher price from competitors, the customer will most likely choose a relatively cheap price. This can result in the customer feeling satisfied, as the price is cheaper and in addition the quality of the product is the same (Moon, 2013). Two participants deem price matching as an important attribute when selling used products on Facebook Marketplace. The price of the product should correspond to the quality of the product. This can lead to overall customer satisfaction for potential customer.

As stated by these participants:

P2: The buyers' needs would both be met if both the price and the appearance of the item align.

P4: A good quality product at a good price.

4.3.1.3 Price negotiations

Negotiation refers to a communication process among individuals with preferences in order to reach a compromise or an agreement (Luo *et al.*, 2013:1). Price negotiations should be considered when selling used products on Facebook Marketplace. One participant mention that satisfaction is linked to allowing price negotiations when selling used products on Facebook Marketplace. As noted by this participant:

P2: If the price is open to negotiation, I'll be happy as a customer.

4.3.2 Seller honesty

Transparency is vitally important as it creates trust among both sellers and customers. By being honest and transparent with potential buyers it proves that the seller is not hiding any flaws or defects of used products (Weinhouse, 2021). Two participants view seller honesty as important for satisfying customers buying used products on Facebook Marketplace. As noted by these participants:

P2: Letting sellers know that even small details like a tiny scratch should be mentioned. Being honest about these little things, even if the item is in great shape, can make a big difference.

P4: The seller is open and honest when posting products on Facebook Marketplace.

The next section will provide a summary of the fictitious data finding of product attributes and customer satisfaction.

4.4 Summary of the findings product attributes and customer satisfaction

Table 4.5 provides a summary of the main and sub-themes of participants' views of product selling attributes and customer satisfaction when selling used products on Facebook Marketplace.

Table 4.2: Summary of participants views on product attributes and customer satisfaction of used products on Facebook Marketplace

Aspects investigated	Main theme	Sub-themes	Cases
Product attributes	Photo image	Different angles	P1;P2;P3;P4;P5
		Clear image	P1;P2;P3;P4
		Zoom function	P1;P2
		Correct lighting	P2;P5
		Authentic	P4;P5
		Aesthetic backgrounds	P3
		Showcase materials	P1;P3
	Product information	Detailed product description	P1;P2;P3;P4
		Product size	P1

Customer satisfaction		Product condition	P2;P3
		Product authenticity	P1
	Product visual appeal		P2;P3
	Pricing	Affordability	P1;P5
		Price reflect quality	P2;P4
		Price negotiations	P2
	Seller honesty		P2;P4

As seen from the above table, two main aspects was investigated which the first aspect included product attributes with three main themes pertaining photo image, product information and product visual appeal. The second main aspect that was investigated was customer satisfaction and two main themes was highlighted which includes pricing and seller honesty. Several sub-themes were developed within these main themes.

It was found that all participants (five out of five) view product attributes such as including all different angles when uploading photo images of used products on Facebook Marketplace as an important aspect. Most participants (four out of five) focus on the importance of having clear images when uploading used products online. Thus, most of the participants mentioned aspects such as focusing on different angles and having clear images when uploading images online. Several authors considered the importance of showing various angles and including clear images. Showing products from 360 degree angled views helps customers understand and envision what the products look like (Pritesh, 2023).

Images from all angles such as the front, back and sides all contribute to satisfying customers when buying online (Sanfilippo, 2024). Furthermore other researchers explain it can include a range of different angles and good lighting which allows customers to zoom in and explore the product in more detail (Hosting, 2019). However, only some participants (two out of five) highlight the importance of using the correct lighting, zooming in and out of photo images and authenticity indicators when uploading used products on Facebook Marketplace to attract customers.

Researchers have identified the importance of including these attributes when uploading used images online. Being able to zoom in helps customers inspect the finer details that is not visible in smaller pictures. This leads to building trust and confidence among customers and boost sales (Sihare, 2017:16). Hosting (2019) states product images are seen as important attributes, as they help customers make informed purchasing decisions. It can include a range of different angles and good lighting which allows customers to zoom in and explore the product in more detail. Some participants (two out of five) elaborate on the importance of viewing product

materials which shows close-up textures and being able to see what materials the product is made from. Close-up images is preferred as it can increase visual attention among customers (Kim *et al.*, 2019). Furthermore, few participants (one out of five) view aesthetics as another important attribute when uploading photo images of used products on Facebook Marketplace. Product images should be in an attractive display and form, by using different colour patterns while keeping a blank, simple or neutral background (Sihare, 2017:15).

Moreover, most participants (four out of five) state the importance of including product information when selling used products on Facebook Marketplace. As highlighted by several authors within this study, a well-executed product description can provide all the necessary details with information pertaining to the products and builds trust among customers online (Sajid, 2024:1). The product description is an important step in creating product awareness (Zhu *et al.*, 2019). A product description provides all the necessary product details, as it explains what a product is and why a consumer should purchase it (Riserbato, 2020). Similarly, some participants (two out of five) explain the importance of showing the product condition of used products on Facebook Marketplace. Having an indication of product quality that meets customers' needs is essential as it increases customer satisfaction and loyalty within the online Marketplace (Chow *et al.*, 2015). On the contrary, only a few participants (one out of five) explain the necessity of providing the product size of used products online. Authors indicate that some customers depend heavily on an accurate size guide when shopping online as without it they might feel uncomfortable (Ansari, 2022:1).

Additionally, some participants (two out of five) describe the effectiveness of having product appeal when selling used products within Facebook Marketplace. Visual appeal is an important determinant for customers such as aesthetics that is associated with e-commerce websites (Campbell *et al.*, 2013:755). While only a minority of the participants (one out of five) regard product authenticity as an essential aspect to show the legitimacy of used products. In a similar light, very few of the participants (one out of five) emphasize the importance of product condition when selling used products online.

Furthermore, customer satisfaction results from customers experiencing product performance that is better than expected (Yi *et al.*, 2018). Some participants (two out of five) view customer satisfaction by means of price affordability which includes looking for a product of good quality and at a cheap price. A few participants (two out of five) highlight price matching and reasonable prices as a crucial element when selling used products on Facebook Marketplace,

ensuring the price matches the condition of products. Thus, it can result in customers feeling satisfied, as the price is cheaper and in addition the quality of the product is the same (Moon, 2013). Few participants (one out of five) explain the effect of price negotiations which can result in overall customer satisfaction. Negotiation refers to a communication process among individuals with preferences in order to reach a compromise or an agreement (Luo *et al.*, 2013:1). Lastly, certain participants (two out of five) view customer satisfaction by means of honesty and transparency from sellers online by communicating with customers answering all queries related to used products. Seller honesty with potential buyers proves that the seller is not hiding any flaws or defects of used products (Weinhouse, 2021).

4.5 SUMMARY

The empirical findings of the study were presented in Chapter Four. An overview of the participants definitions relating to product attributes and customer satisfaction were discussed using themes by thematic analysis. This chapter emphasized the importance pertaining to sellers on Facebook Marketplace and how one should advertise used products for sale. The demographic data of the fictitious sample data was presented highlighting the participants' gender, age, ethnic affiliation, highest education level achieved and current employment status. Furthermore, three main themes were identified to emphasize desirable product attributes when selling used products on Facebook Marketplace namely photo images, product information and product visual appeal. Following this, customer satisfaction which included two main themes which included pricing and seller honesty. The following chapter will provide an overall summary and recommendations pertaining to this study.

CHAPTER 5: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 INTRODUCTION

Chapter five which is also the final chapter, will provide a summary of the study. Followed by a discussion of key findings of the literature, as well as the empirical findings pertaining desirable Facebook Marketplace used product selling attributes and determine what could lead to customer satisfaction. Thereafter, conclusions and recommendations shall follow. Lastly, the shortcomings in the research will be discussed and further suggestions for future research will be made.

5.2 OVERVIEW OF THE STUDY

Chapter one presented the introduction and background to the study, followed by the problem statement, research objectives and research questions. The primary objective of this study was to identify desirable Facebook Marketplace used product selling attributes and to determine what leads to customer satisfaction. Thus, in order to achieve the primary objective the following secondary objectives was formulated:

- To determine what is regarded as desirable product selling attributes for posting of used products on Facebook Marketplace;
- To determine what leads to customer satisfaction when buying used products on Facebook Marketplace;
- To provide recommendations to future sellers on what is important product attributes for selling used products on Facebook Marketplace and what could lead to customer satisfaction based on the findings of this study.

The methodological objectives are:

- To undertake a literature study on the history of Facebook and Facebook Marketplace, Facebook features, Facebook as a marketing tool, engagement activities and Facebook Marketplace used product selling attributes and online buying customer satisfaction;
- To develop a measuring instrument on product attributes expectations for used products on Facebook Marketplace and online customer satisfaction;

- To pursue an empirical investigation using semi-structured interviews to determine desirable product attributes expectations of used products on Facebook Marketplace and online customer satisfaction.

5.3 MAIN FINDINGS FROM LITERATURE REVIEW

Chapter two discusses the literature of this study. The literature review provides an extensive overview of Facebook. It further discusses how the platform started from university students in their college dorms to the platform currently being one of the most used platforms in the world. It focuses on the history of the Facebook and when it was established. Facebook was initiated in 2003 and founded by a Harvard student Mark Zuckerberg, it was originally called Facemash and was shut down several days later by Harvard executives. Facebook was officially launched in 2004 founded by Mark Zuckerberg, Chris Hughes and Dustin Moskovitz. Furthermore, the literature review introduces Facebook Marketplace and it was officially launched in 2016. Moreover, the chapter looks into the various features offered on Facebook such as a timeline, status updates and joining Facebook groups.

In addition, the chapter identified several Facebook engagement activities for consumers such as sharing, commenting and watching videos. Subsequently, the chapter looks at how Facebook is used as a marketing tool by means of advertising, sales promotion, individual sales and product promotions. Furthermore, it was highlighted that Facebook Marketplace can be used as a marketing tool by customers identifying what they want by means of individual sales or product promotions by such as packaging. It was stated that product images are seen to be crucial elements when uploading used products online, as all photo images should be authentic, clear, provide detailed angles and have the correct lighting with a neutral background is vitally important.

A product description provides all the product details and explains what a product is and why the customer should purchase it. Moreover, it was seen that product legitimacy was another important aspect for sellers on Facebook Marketplace as it ensures products are trustworthy and authentic for the potential customers. Furthermore, it was highlighted that several complications were found in keeping customers satisfied if counterfeit products have been discovered within the online marketplace. In a similar light, listing restrictions emphasised on the importance that sellers should only sell legal and physical items, as counterfeits are not permitted on Facebook Marketplace. Overall the chapters looks at appropriate selling strategies for future sellers that can lead to customer satisfaction.

5.4 RESEARCH DESIGN AND METHODOLOGY

Chapter three specifies the research design and methodology used for the purpose of the study. The study followed an interpretivist research paradigm, using a qualitative research approach. Secondary data was acquired through sources such as academic journal articles, books and internet websites. Fictitious primary data was analysed.

The research process for this fictitious data includes the use of semi-structured interviews to collect data. The population within this study includes all Facebook users who are older than 18 years old in South Africa that has an active Facebook account. The sample group within this study focuses on five participants who have either bought or sold used products on Facebook Marketplace. Furthermore, data was analysed using thematic analysis by identifying main themes.

5.5 FINDINGS AND EMPIRICAL RESULTS

Chapter four provides empirical results obtained from fictitious data. This chapter also provides visual illustrations of the results obtained in table format. Most of the fictitious sample were females, between the ages of 36 to 45. The most popular ethnic affiliation were coloured, followed by white and black ethnicity. Furthermore, the highest education level achieved included a degree, followed by a few participants' qualifying with a matric certificate and a post-graduate degree. Most of the participants were seen to ordinary employees, followed with one manager and with one business owner. Based on the thematic analysis three main themes were recognized to indicate desirable product attributes when selling used products on Facebook Marketplace namely focusing on photo images, product information and product visual appeal.

It was seen that the most dominant factors pertaining photo images included showing different angles of products and having clear images of used products. Product information was emphasized on the importance of including a detailed product description and highlighting the product condition in relation to used products. In addition, product appeal was stated by participants indicating the importance of showing product appeal of used products within Facebook Marketplace. Furthermore, customer satisfaction included two main themes which included pricing and seller honesty. These were seen as important aspects pertaining used products on Facebook Marketplace. Pricing included all aspects such as affordability and price reflecting quality of products. Moreover, seller honesty explains the importance of future sellers being transparent with potential buyers on Facebook Marketplace.

5.6 CONCLUSIONS AND RECOMMENDATIONS

The previous sections on this chapter presented an overview and summary of previous chapters. The main objective of this study was to identify what potential customers deem as desirable used product selling attributes and to determine what leads to customer satisfaction. Furthermore, the following section will provide conclusions and recommendations pertaining product selling attributes and establish what leads to customer satisfaction on Facebook Marketplace.

5.6.1 Desirable product selling attributes on Facebook Marketplace

It seems that the most important product selling attribute is photo image, followed by product information and visual product appeal. The most important themes pertaining product attributes, includes photo images which highlights the importance of displaying different angles of used products and having clear images. Moreover, product information which describes the significance on having a detailed product description for potential customers. In addition, having visual product appeal ensuring aesthetically pleasing appearance of products.

It is therefore recommended that sellers should adhere to the following regarding photo images when selling used products on Facebook Marketplace:

- Ensure effective photo images; photos should be authentic and real. Therefore, ensuring no photos copied and pasted from the internet or any edited photos of the products. Use the correct backgrounds such as having a neutral background, or a white drop background as it showcases the product clearly.
- Have clear images which allows the customer to see the product in detail. Thereby, making use of correct lighting in the daytime where there is enough light. Having pictures in daylight is more effective. Therefore avoid use of images in the night time unless a flash is used to show the product.
- Allow for photo images to be zoomed in and out to enable the buyer to see what textures and materials the product is made of. Ensure images are from all different angles. This can be 360 degree angle shots, which include front images, the back of the product and different sides of product.

- An effective product description should stick to highlighting the main use of the product. Additionally, it should include simple language and avoid use of jargon language.
- Indicate the product size to potential buyers by means of a size guide or include size in the product description to ensure it meets buyers' expectations and inform customers of condition of the used product within the product description. If the product is second-hand.
- Ensure product authenticity, especially for high value products by showing proof of certification which emphasizes the legitimacy of high value products to pursue future buyers. It can include name brands such as Adidas, Nike and Louis Vuitton.
- Styled in such a way, that would make it appealing to potential buyers. Make certain that the product is eye-catching to customers.

The next section will discuss recommendations to future sellers on Facebook Marketplace, which can lead to customer satisfaction.

5.6.2 Customer satisfaction

Customer satisfaction was an important aspect that was investigated within this study. It seems that most customers value effective pricing strategies when buying used products on Facebook Marketplace. It seems that the most important attribute is price affordability when selling used products on Facebook Marketplace. However, the price must reflect the quality, else customers will not buy used products on Facebook Marketplace. Price reflecting quality of used products can be beneficial to future sellers as this can enhance and lead to customer satisfaction.. In addition, price negotiations were seen to be important to other participants. If sellers' prices are high, buyers are more willing to negotiate further at an affordable price.

By enabling price negotiations between sellers and buyers this can result in customer satisfaction. Furthermore, it appears that seller honesty is crucial when satisfying customers. This entails sellers being open and transparent with potential buyers on Facebook Marketplace, such as answering any product related queries to customers and communicating with buyers online via Facebook Messenger. Sellers being honest with potential buyers can lead to customer satisfaction. Thus, it is recommended that sellers should adhere to the following when selling used products on Facebook Marketplace to achieve customer satisfaction:

- Have effective pricing strategies such as price affordability, as this ensures the price of products within the marketplace is reasonably cheap and most customers can afford the product.
- Price should reflect the quality of used product. Thereby, include setting affordable prices that matches the quality of used products to meet customers' expectations.
- Allow price negotiations among customers on Facebook Marketplace. This can be done by sellers and buyers communicating to meet at an agreed or acceptable price where both the seller and buyer benefit.
- Ensure effective seller honesty within Facebook Marketplace by showing any defects of used products to customers as this can enhance trust.
- Sellers can ensure clear and fair return policies if customer no longer wants product.

5.7 SHORTCOMINGS OF THE STUDY AND RECOMMENDATIONS FOR FUTURE RESEARCH

The researcher acknowledges that any study will have shortcomings or limitations that must be considered. Thus, certain limitations were encountered and these are as follows.

- Fictitious data was used although the research procedure was applied, thereby providing the necessary research skill for further studies. Real time interviews to elicit true findings would enhance credibility, dependability, confirmability and transferability of future research on the topic, thus advancing further knowledge within the field of marketing research.
- Data was analyzed of only five participants whereas a larger sample may have provided more detailed information. Further research studies could include a quantitative study to test the findings of this study or interviewing more participants.
- Ensure effective seller honesty within Facebook Marketplace by showing any defects of used products to customers as this can enhance trust.

5.8 CONCLUDING REMARKS

The findings highlight the importance of product attributes and what can lead to customer satisfaction. It provides information and recommendations to future sellers in understanding what customers regard as desirable product attributes. Photo images should be clear, having a

detailed product description is essential and ensuring visual product appeal should be aesthetically pleasing and attract potential customers. While customer satisfaction includes other aspects such as pricing and seller honesty. Pricing adheres to price affordability which ensures all used products are priced at a cheap price, allowing potential buyers to purchase items. Furthermore, price should reflect the quality of used products. While price negotiations allows buyers and sellers to communicate and agree at an acceptable price in relation to used products. By adhering to these product attributes, it can result in ultimate customer satisfaction.

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ANNEXURE 1: INTERVIEW SCHEDULE QUESTIONS

Fictitious data interview schedule



21 May 2024

FACEBOOK MARKETPLACE PRODUCT SELLING ATTRIBUTES EXPECTATIONS AND CUSTOMER SATISFACTION IN SOUTH AFRICA

The Business Management Department at the Nelson Mandela University, Port Elizabeth, South Africa, is currently (2024) conducting research on Facebook Marketplace product selling attributes expectations and online customer satisfaction in South Africa. Information will be collected from South African Facebook marketplace customers over the age of 18 years. The data will be collected using an interview regarding desirable product selling attributes expectations for used products on Facebook Marketplace and what can lead to customer satisfaction. This study will thus provide insight to South African sellers of used products on how to create posts of used products and emphasize what will satisfied buyers. All information will be treated in the strictest confidence and completion of the questionnaire will be anonymous. Please note that participation is voluntary, and you may withdraw from the study at any time without any consequences. If willing to participate, please sign the consent form. The data will be reported in condensed statistical format and no individual respondents will be identified. Your participation would be appreciated. Ethics clearance has been granted by the university. The interview should take no long than 30 minutes. Should you require any additional information regarding this study, please email the project leaders below.

Sincerely

Prof Sandra Perks

Sandra.Perks@mandela.ac.za

PROJECT LEADER

Ms S Sidat

Sumaiya.sidat@mandela.ac.za

CO-PROJECT LEADER

Section A: Demographic data**1. Gender**

Female	1	Male	2	Other	3
--------	---	------	---	-------	---

2. Age

18-25	1	36-45	3	56-65	5
26-35	2	46-55	4	65+	6

3. Ethnic affiliation

Black	1	Coloured	3
White	2	Indian	4
Other, specify			5

4. Highest education qualification

Matric (Grade12)	1	Undergraduate degree	4
Certificate	2	Post-graduate diploma	5
Undergraduate diploma	3	Post-graduate degree	6
None			7

5. Employment status

Owner	1	Management	2	Ordinary employee	3	Unemployed	4
-------	---	------------	---	-------------------	---	------------	---

Section B: Facebook marketplace attributes, purchasing intention and customer satisfaction

1. When considering product characteristics, which would you regard as desirable for selling used products on Facebook marketplace?
2. What can satisfy buyers' needs when buying used products from Facebook marketplace?

Thank you for your participation

ANNEXURE 2: ETHICS CLEARANCE FROM E

NELSON MANDELA
UNIVERSITY

FACULTY OF BUSINESS AND ECONOMIC SCIENCES

ETHICAL CONSIDERATIONS FOR ADVANCED DIPLOMA/HONOURS/POSTGRADUATE DIPLOMA FOR NON-PUBLICATION PURPOSES

INSTRUCTIONS

- This form must be completed by student with the relevant explanation by and support of the supervisor and the student.
- It must be signed off by the student, supervisor and HoD.
- Submit the completed form to Ms Kim Alexander kim.alexander@mandela.ac.za. Please ensure that the research methodology section from the proposal is attached to this form.

Please note that by following this ethics route, the study will NOT be allocated an ethics clearance number.

SECTION A – STUDENT ACKNOWLEDGMENT

In completing this form I, Taylor Tobias (name and surname), acknowledge that my research project is for academic qualification purposes only. As such, the research report or any sections thereof may not be published in any publication, including an accredited journal.

I further acknowledge that my research project will be a desktop study and will only make use of publicly available documents or secondary data. No human subjects/ participants/ respondents will be involved in the study.

I understand that secondary data in this instance refers to data that was collected and processed by someone else for some other purpose but is now being used by the researcher for another reason (Tripathy, 2013). Research utilizing secondary data that both exists and has been collected in a public, academic database, for example Google Scholar, is considered desktop research and generally does not require full ethical approval (Creswell & Poth 2017).

SECTION B – STUDENT AND RESEARCH PROJECT DETAILS

Student name & surname	Taylor Catherine Tobias
Student number	219192049
Study title	Facebook marketplace product attribute expectations of used products and customer satisfaction
Year of registration	2024
Qualification	Bcom Honours in Business Management
Department	Business Management
Supervisor	Prof S Perks

SECTION C – ETHICS CRITERIA

In completing my research project, I hereby acknowledge that I have read and understand the following important considerations as they apply to my study. I indicate this by placing a tick next to each statement. I acknowledge that my study is based on the analysis of secondary data and that the following conditions apply:

1.	There are no human subjects/participants/respondents in my study and as such there will be no collection and use of data from human subjects/participants/respondents through administering/distributing any questionnaire/survey or by holding any form of interview.	✓
2.	As there are no human subjects/participants/respondents in my study, it does not pose any risk of harm, embarrassment or offence, however slight or temporary, to any human participant, third parties or communities at large.	✓
3.	As there are no human subjects/participants/respondents in my study, it will not utilise human subjects defined as 'vulnerable' in terms of age, physical characteristics and/or disease status.	✓
4.	The secondary data that will be utilised in this study does not require the consent of any institutional or government authority established to protect vulnerable people.	✓
5.	The secondary data that will be utilised for this study does not require access to data from any existing, stored repository (e.g. school, institutional or university records) that can be linked to human subjects.	✓

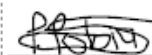
It is acknowledged that both supervisor and student have given the study the necessary ethical consideration and confirm that full ethics approval is not required.

S Perks

SUPERVISOR(S)



HEAD OF DEPARTMENT



STUDENT(S)

20/09/2024

DATE

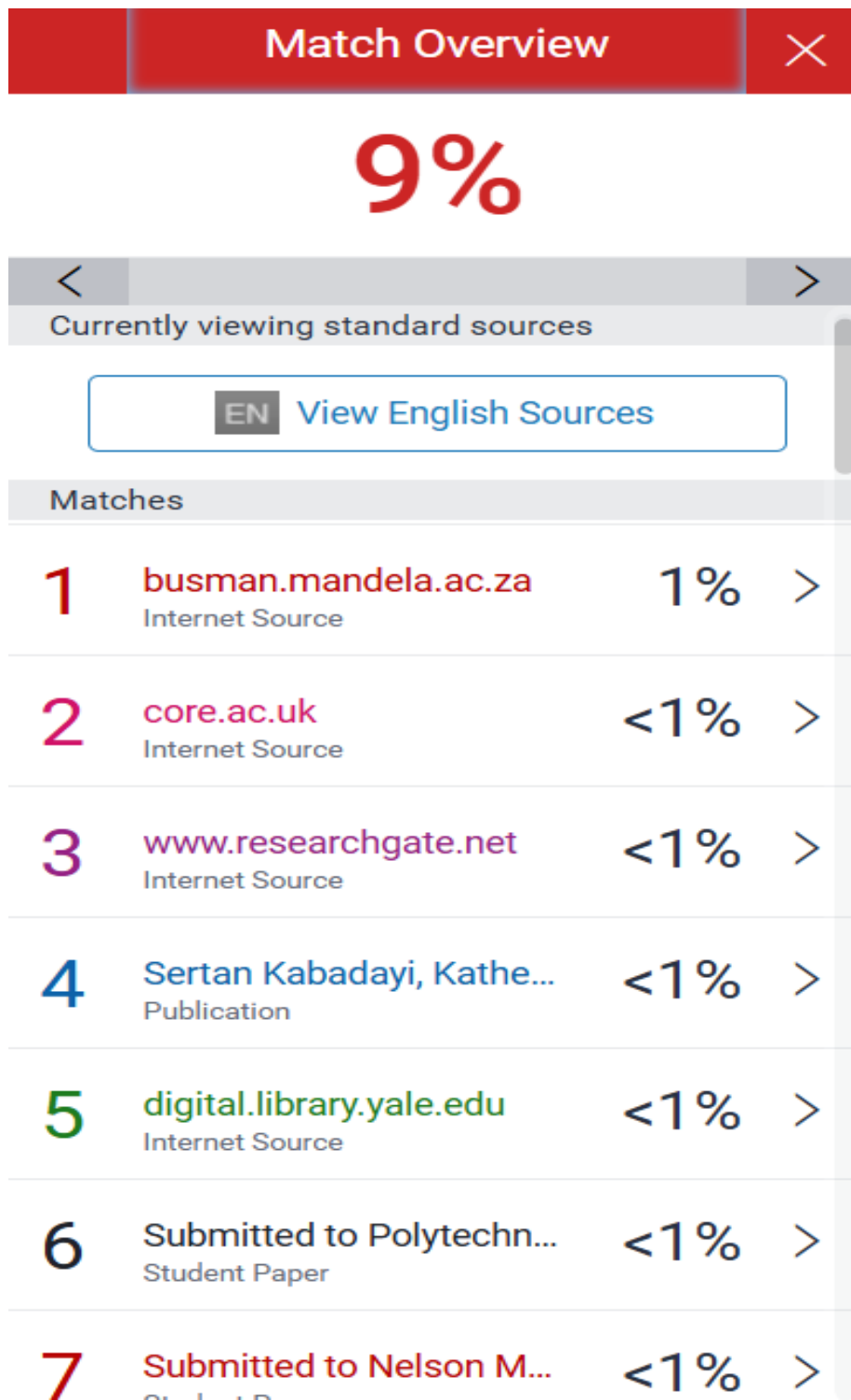
2024/10/14

DATE

20/09/2024

DATE

ANNEXURE 3: TURNITIN REPORT



ANNEXURE 4: MENDELEY SCREENSHOT

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	AUTHORS	YEAR	TITLE	SOURCE	ADDED	FILE
☐	Zheng L, Tan Z, Han K, Ma...	2018	Collaborative Multi-modal deep learning for the personalized product retrieval ...		4/7/2024	
☐	Yap T	2024	Facebook Marketplace: The Mediating Effect of Perceived Quality to Image Q...		4/7/2024	
☐	Muharam H, Chaniago H, ...	2021	E-Service Quality, Customer Trust and Satisfaction: Market Place Consumer ...	Jurnal Minds: Manaj...	4/7/2024	
☐	Hu S, Wei M, Cui S	2023	The role of product and market information in an online marketplace	Production and Oper...	4/7/2024	
☐	Lillqvist E, Moisander J, Fir...	2018	Consumers as legitimating agents: How consumer-citizens challenge markete...	International Journal...	4/7/2024	
☐	Bonsón E, Ratkai M	2013	A set of metrics to assess stakeholder engagement and social legitimacy on a...	Online Information R...	4/7/2024	
☐	Agarwal A, Bhatnagar V		A Study on Impact of Facebook Ads on Buying Behaviour of Consumer		3/26/2024	
☐	Mokheri A	2019	Towards Understanding Trust, Privacy, and Safety Management Among Face...		3/24/2024	
☐	Al-Adwan A, Kokash H	2019	The driving forces of facebook social commerce	Journal of Theoretic...	3/24/2024	
☐	TO T, DO D, BUI L, PHAM H	2020	Factors Affecting Customer Satisfaction When Buying on Facebook in Vietnam	The Journal of Asian...	3/24/2024	
☐	ELBadrawy R, EIKheshin S...	2020	Assess the Effect of Service Quality on Customer Satisfaction in Facebook S...	International Journal...	3/24/2024	
☐	Thiagararan K, Altounjy R	2023	Factors Affecting Customer Satisfaction Towards the Social Commerce (S-Co...		3/24/2024	
☐	Chang H, Lu Y, Lin S	2020	An elaboration likelihood model of consumer respond action to facebook seco...	Information and Man...	3/24/2024	
☐	Piranda D, Sinaga D, Putri E	2022	ONLINE MARKETING STRATEGY IN FACEBOOK MARKETPLACE AS A DI...	JOURNAL OF HUM...	3/24/2024	
☐	Malik A, Shuib N, Hairuddin H	2018	Social Commerce Success Factors and Customer Satisfaction: Facebook Bra...	International Journal...	3/24/2024	
☐	Rana A		Face-book Marketing and Its Influence on Consumer BuyingBehaviour in Kat...		3/24/2024	

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	AUTHORS	YEAR	TITLE	SOURCE	ADDED	FILE
☐			Product-Country Images Impact and Role in International Marketing		2:22 PM	
☐	Homburg C, Schwemmler ...	2015	New product design: Concept, measurement, and consequences	Journal of Marketing	2:22 PM	
☐	Abutabenjeh S, Jaradat R	2018	Clarification of research design, research methods, and research methodolog...	Teaching Public Adm...	2:22 PM	
☐	Setia M	2016	Methodology series module 5: Sampling strategies	Indian Journal of Der...	10/15/2024	
☐	Hamilton J	2020	Rigor in Qualitative Methods: An Evaluation of Strategies Among Underrepres...	Qualitative Health R...	10/15/2024	
☐	Homburg C, Schwemmler ...	2015	New product design: Concept, measurement, and consequences	Journal of Marketing	10/15/2024	
☐	Liu F, Xiao B, Lim E, Tan C	2017	The art of appeal in electronic commerce: Understanding the impact of produ...	Internet Research	10/15/2024	
☐	A. Ramos A, A. Arcilla I, G. ...	2023	FACTORS AFFECTING CUSTOMER'S SATISFACTION ON FACEBOOK MA...	Journal Of Third Wor...	4/18/2024	
☐	Zheng L, Tan Z, Han K, Ma...	2018	Collaborative Multi-modal deep learning for the personalized product retrieval ...		4/7/2024	
☐	Yap T	2024	Facebook Marketplace: The Mediating Effect of Perceived Quality to Image Q...		4/7/2024	
☐	Muharam H, Chaniago H, ...	2021	E-Service Quality, Customer Trust and Satisfaction: Market Place Consumer ...	Jurnal Minds: Manaj...	4/7/2024	
☐	Hu S, Wei M, Cui S	2023	The role of product and market information in an online marketplace	Production and Oper...	4/7/2024	
☐	Lillqvist E, Moisander J, Fir...	2018	Consumers as legitimating agents: How consumer-citizens challenge markete...	International Journal...	4/7/2024	
☐	Bonsón E, Ratkai M	2013	A set of metrics to assess stakeholder engagement and social legitimacy on a...	Online Information R...	4/7/2024	
☐	Agarwal A, Bhatnagar V		A Study on Impact of Facebook Ads on Buying Behaviour of Consumer		3/26/2024	
☐	Mokheri A	2019	Towards Understanding Trust, Privacy, and Safety Management Among Face...		3/24/2024	

COLLECTIONS

New Collection

GROUPS

New Group

ANNEXURE 5: GENERATIVE AI AND AI-ASSISTED TECHNOLOGIES IN WRITING PROCESS USAGE DECLARATION

According to Nelson Mandela University's Institutional Position Statement on the use of Generative Artificial Intelligence (D_71_24_(2024-02-07), the following are considered recommended uses and unacceptable uses of AI by students and staff.

Recommended uses:

- Search engine
- Enhancing understanding
- Gaining insights
- Gathering information
- Clarifying concepts
- Critically evaluating information

Unacceptable uses:

- Copy and paste generated intellectual work.
- Claiming a generated product (text, image, creation) as your own.
- Generating information for assessments, projects, and assignments, unless this is explicitly instructed by the academic, who has provided clear guidelines in the form of permissions and prohibitions as to the appropriate use thereof as part of an assessment designed around the use of AI.
- Used for unfair advantage – when you are determined to deceive and do not use something in an appropriate manner.
- Making use of AI and not appropriately referencing the sources represented in the generated text, image and/or other product.
- Makes use of AI and does not ensure that the sources represented in the generated text, image and/or other product are accurate and represent the actual work of existing sources.
- Generating information via AI that may or may not represent the intellectual work of another person, people or AI and thereafter making further use of AI to disguise this information and then present it as one's own.
- When you do not follow permissions and prohibitions provided in assessment guidelines.
- When you are not transparent about its use, do not reference and acknowledge your sources.

Student declaration:

During the undertaking of preparing and writing this mini treatise,

I _____ TAYLOR TOBIAS _____, with student number

_____219192049_____, declare that *I have not used AI in an unacceptable manner as described by Nelson Mandela University's Institutional Position Statement on the use of Generative Artificial Intelligence.*

I further declare that *I have used [ACADEMIC JOURNAL ARTICLES] in order to COMPLETE MY RESEARCH*].

I also acknowledge that I am ultimately responsible and accountable for the contents of this mini treatise.

SIGNATURE STUDENT:



DATE:

_____15/10/2024_____