

Trading Through Facebook

A Survey on Social Media (Facebook) Traders of Barak Valley in Assam

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ABSTRACT

Social Media plays an important role in our day to day life. With the invent of social media the communication and trading became much easier. Social Media platforms are used by the entrepreneur to advertise their product and services on Internet. So people by viewing the online advertisements can order the product from around the world.

In the present study the researcher will analyze the role of facebook ads in establishing and growth of trade and what are the products and services the Barak valley people deal with in Facebook.

KEY WORDS: Facebook, Social Media

INTRODUCTION

Trading through social media is gaining more popularity now days. For the growth of your business, you should use your social media platform effectively.

For doing Social media trading, you have to create your social media business page, where you can showcase your products or services for the purpose of trading.

Social Media doesn't have any geographical boundary, that's why anyone from any nation can do business throughout the world and thus can successfully flourish.

North Eastern region comprises of eight states Assam, Arunachal Pradesh, Manipur, Meghalaya, Mizoram, Nagaland, Tripura and Sikkim. Large numbers of tribes such as Dimasa, Kuki, Karbi, Bodo, Kachari, Burman, Khasia, Hmar etc reside in the state of Assam. Assamese is the principal language of the state. Assam is divided into two important valleys. Barak valley and Brahmaputra valley. Barak valley is divided into three districts: Cachar, Karimganj and Hailakandi. Assam has

already started inter district trade and inter-state trade with Meghalaya and Tripura.

While interviewing Mr. Swapan Kumar Dey (Ex assistant Manager of Hindustan paper corporation Ltd). He attributed that, "The HPC in Barak Valley which is situated in Panchgram is involved in trade with Dima Hasau District of Assam and other parts of North Eastern states. They import the raw material for paper industry i.e., bamboo and transform it into the papers and distribute it throughout the nation. But now a days the condition of HPC is not good, they are facing financial constrain and majority of the employees are jobless. He has also added that government should take some major steps to revive the company so, that the youth of the state can get job opportunities in their native place.

The research paper is based on social media trading specially Facebook .

Objective of the study:

1. To examine the role of Social media (Especially Facebook) in maintaining trade within Barak valley and what are the

products and services that the Barak valley people deal with in social media (Especially Facebook).

METHODOLOGY

In the present research work, the researcher has adopted Interview Technique to gather the data from the respondents. The research work is dependent mainly on primary data.

In the study, researcher will interview some social media traders, who has advertised their products/ services through facebook. The interview is also an Online Interview.

The Study is conducted in three district of Barak valley. I.e. Cachar, Karimgang and Hailakandi district, which is situated in the state of Assam. And for the study only Facebook advertisements are taken into consideration.

Content of the Interview

During my research work, the researcher have interviewed following traders

1. **Sreyashi Bhattacharya** run an online page in facebook . The name of the page is Mayuri. She is an online trader residing in silchar.

She deals with handmade jewellery, Flower baskets, flower pots etc.

She feels advertisement on facebook is better than advertisement on newspaper or television. Because advertisement on facebook helps in reducing cost. Though she has her own professional page that's why she has to pay a sum of money to facebook. But then also the cost is lesser than cost of television advertisement and newspaper advertisements.

She also added that, in television/newspaper will run her ads on their channel or paper for a few weeks and after a period they will stop the advertising.

But in case of facebook ads she can post her new product every day. And it also helps in creating a network or chain.

She said that, "she is benefited by using facebook. Advertisement on facebook helps her increase in number of orders and also helps her in earning the profit.

She is earning approx Rs 5000 profit in a month.

2. **Prakash Laskar** is a self employed business trader. He deals with domestic pets, birds, ornamental fishes, aquarium and animal food etc.

He owned a shop named R. D pet shop, which he has started recently by taking loans from the banks. But as he is not financially strong that's why he can't give advertisement on television.

That's why he has chosen facebook as a platform to advertise his business.

He added that, facebook doesn't charge any amount for advertising in any group or advertising through his profile. He post his advertisement in "SILCHAR ROCKS GROUP" and "KARIMGANG TODAY GROUP"

A social media advertisement also helps in increasing the network. With the help of facebook he can now cover cachar district, kaimgang district and hailakandi district.

He emphasized that, "he is benefited by using facebook as a platform for doing his business. As he has opened his shop in the recent past that's why very few number of people knows about his business. But after his advertisements on facebook his number of clients has also increased.

He added that, as he is from a middle class family and he has taken loan from bank to open his business that's why, at present he can't bear the television advertisement cost that's why he has decided to use facebook as a platform to advertise his product

He said that in some way facebook has helped him in establishing his business. He earns approx Rs 4000/5000 in a month through facebook advertisement.

3. **Dhaval Kothari** resides in hailakandi district and he deals with stationary items. He has said that, "Yes facebook helps in developing brand or products and directly creates a health and strong relationship with buyers.

Facebook provides free platform to do business. He added that, through facebook we can come across with new products, which we have not seen earlier. Through facebook customers contact us and give their order and after getting their order we try to accomplish it.

4. **Saurav Jhunjunwla**, who has a page in facebook and the name of the page is internhaat, In his page he provides all the information related to seminar, internship, job vacancy etc. His page covers all the information from both Barak valley and Brahmaputra Valley.

He said that, "He is dealing with an educational web portal named Internhaat which provide details of internship as well as all academic related events opportunities in the region of North East.

He emphasized that, "Trading through facebook is cost effective and targeting to the particular group can be done. But according to him, despite targeting a group, the end results are not

satisfactory, wherein in the newspaper a wide audience can be reached.

He said that, his page "Internhaat is especially for college going youth. He described that, "Not many benefits can be received through facebook ads as after targeting also the audiences are not responding properly."

He also said that, "His page has now become much more popular because audiences can reach to his page or website directly".

5. Debarati Bhattacharjee, she resides in Silchar and does online trading through Facebook. She deals with Ladies Garments. She feels that through social media she can reach to the masses quickly. She added that trading through facebook is a better option rather than using television and newspaper.

She emphasized that, "Facebook helps her in establishing the brand. And through facebook marketing, she gets more orders as people are more active in facebook."

She has estimated that, through facebook she is earning approx 15000 per month

6. Moromi Roy Khan. The name of her brand is M-Trendz. Though it is also an offline business she used to organize Sari mela in different Hotels etc. But she thinks, social media or facebook advertisements are better than advertisement through television or newspaper, because the present generation follow facebook more than newspaper or television. That's why she is using facebook to give information about the venue where she is going to organize saree mela.

She gets benefited by choosing facebook as a medium for advertising her brand. She has also added that, "She has open her own saree page and the name of the page is M-Trendz and every week new followers are joining her page and in this way her brand is getting highlighted.

And her estimated earnings through facebook order are approx Rs10000 per month.

7. Biswajit Dey, is 19 years old young traders who is studying in class 12. He is also an online trader of Silchar. He said that, "he is very much passionate regarding domestic pets and that's why from his young age he has turned his passion into a business." He deals with dogs, puppy, Birds, ornamental fishes etc.

He said that, " facebook is the easiest way to do trading, firstly, because it is cost effective and secondly, the advertisement can reach to the vast masses."

He added that, "advertisement through television or newspaper requires huge money and advertisement through facebook requires less amount of money."

He feels that, "Facebook advertisement has helped him getting order more easily. In FB ads there is no middle man and the customers can deal with trader directly."

He owned a profile and a page named, "Happy Pets" and name of the page is "Wow pets". He is completely dependent on social media for his trading.

CONCLUSION

At present facebook has become an important platform for doing trade. As small traders has fewer amounts of cash to invest in their business. So, in this situation facebook plays an important role in establishing and expansion of their business. In the present research study, not only men and women are involve in online trading but teenagers like Biswajit Dey, who is 19 years old is also doing online trading through facebook.

Domestic pets trading are not an easy task to do because it requires huge funds and a good and effective advertisement is very much helpful for the business to flourish. Young passionate traders like Biswajit Dey deals with pets and thus his only mode of advertisement is through Facebook.

So, from the study it can be concluded that, social media, especially facebook has become a potential platform to do business, firstly because it is cost effective and secondly through social media the traders can reach the vast audience easily.

Various types of trading can be done through social media/ Facebook page. In the study it has been found that, Respondents who has participated in the study, deals with Ornaments, domestic pets, Garments. A respondent also has a job and information page through which he gives information about various job vacancies and seminars which will be conducted in Assam

And more over, in social media trading, anyone can do business from his home and there is no need for them to hold any office which is beneficial mostly for women. As traders of Barak valley (Assam) who has less resource in terms of advertising their product and also for the small and sole entrepreneur who are not financially strong, for them social media trading or advertisements plays an important role in expanding their business and increase their sale.

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