

Consumers' perception towards social commerce for rice and shrimps with emphasis on female entrepreneurs in Bangladesh

Shanjida Sharmin, Christin Schipmann-Schwarze, Katrin Zander

Agricultural and Food Marketing, University of Kassel, Germany

Background

The rise of online shopping, boosted by digital technology, is also evident in developing nations like Bangladesh. Here, social commerce, particularly Facebook-based social commerce (f-commerce), empowers female entrepreneurs, providing low-barrier entry to businesses, including those aligned around agri-food products.

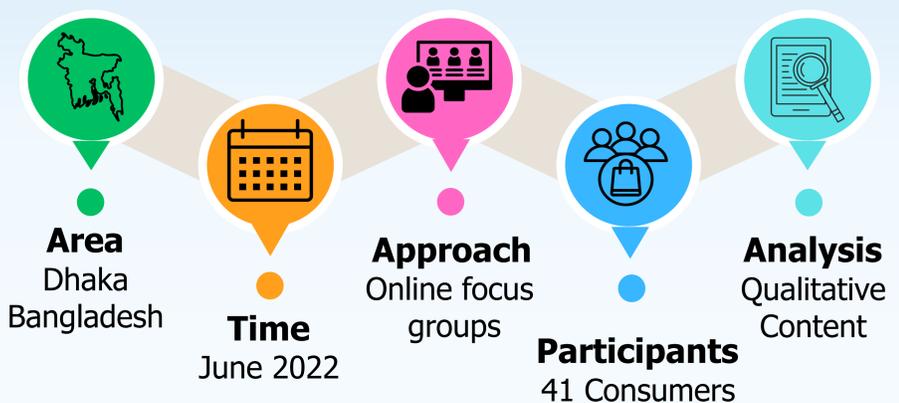
Aims: To explore

- reasons to buy rice & shrimps from f-commerce
- barriers in f-commerce shopping
- reasons to buy from female entrepreneurs in f-commerce

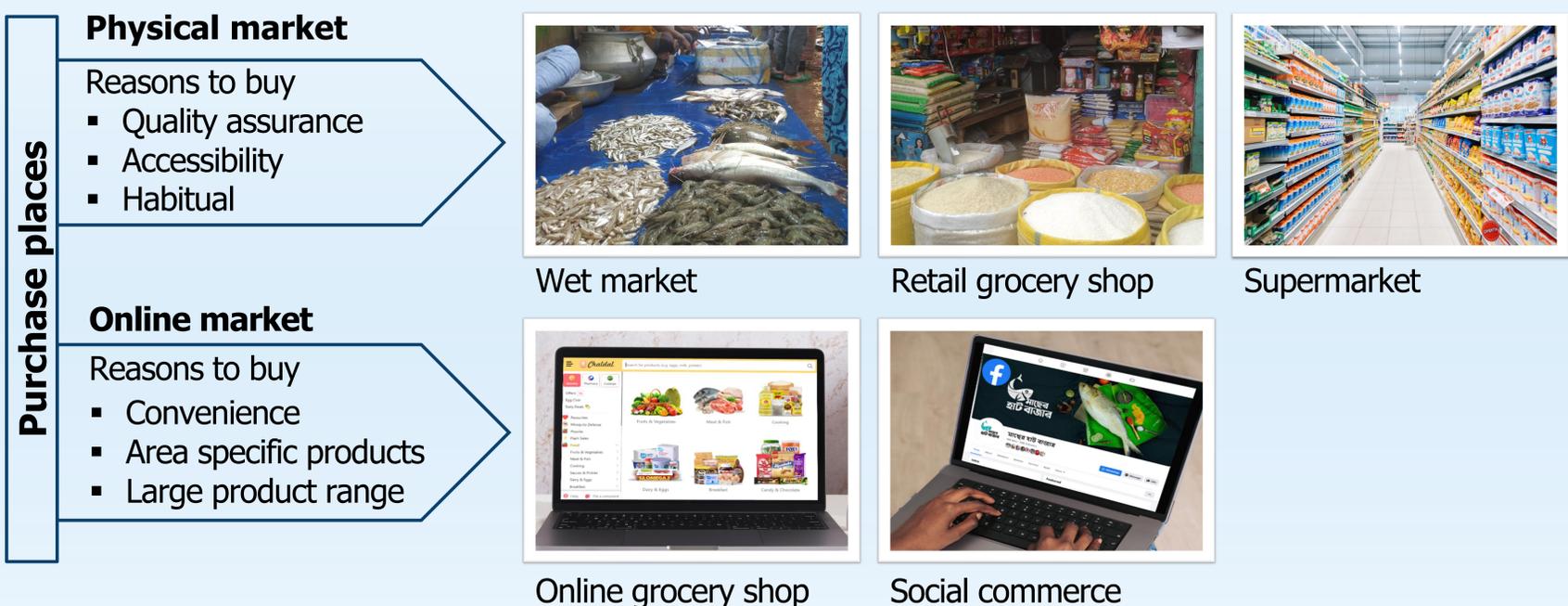


Methodology

- Synchronous online focus groups: 5
- Participants/group: 8-9
- Data analyzed using MAXQDA 2022



Results



- Trust
- Delivery time
- Delivery cost

Barriers

Selection criteria

- Transparency
- Experience
- Social reputation



- Appreciable
- New opportunity
- Challenging

Perception of female entrepreneurs

Causes of buying from female

- Mostly female sellers
- Good service
- Comfortable for female

Highlights

- **Consumers' preferences in f-commerce:** Area specific rice and shrimps and wide product range.
- **Consumers' emphasis:** Product quality and service over gender of the seller.
- **Path to increase credibility:** Mandatory trade license system for f-commerce sellers.
- **Foster success in f-commerce:** Nourish knowledge and training for female entrepreneurs entering f-commerce food markets.

