

Consumer preferences for shrimp in social commerce: Evidence of emerging female entrepreneurship in Bangladesh

Shanjida Sharmin¹, Christin Schipmann-Schwarze¹, T. S. Amjath-Babu², Katrin Zander¹

¹Agricultural and Food Marketing, University of Kassel, Germany

²International Maize and Wheat Improvement Center, Dhaka, Bangladesh

Background

The rise of online shopping, boosted by digital technology, is also evident in developing nations like Bangladesh. Facebook-based social commerce (f-commerce) empowers female entrepreneurs by providing low entry barriers to businesses, including in the agri-food sector (Fig 1).

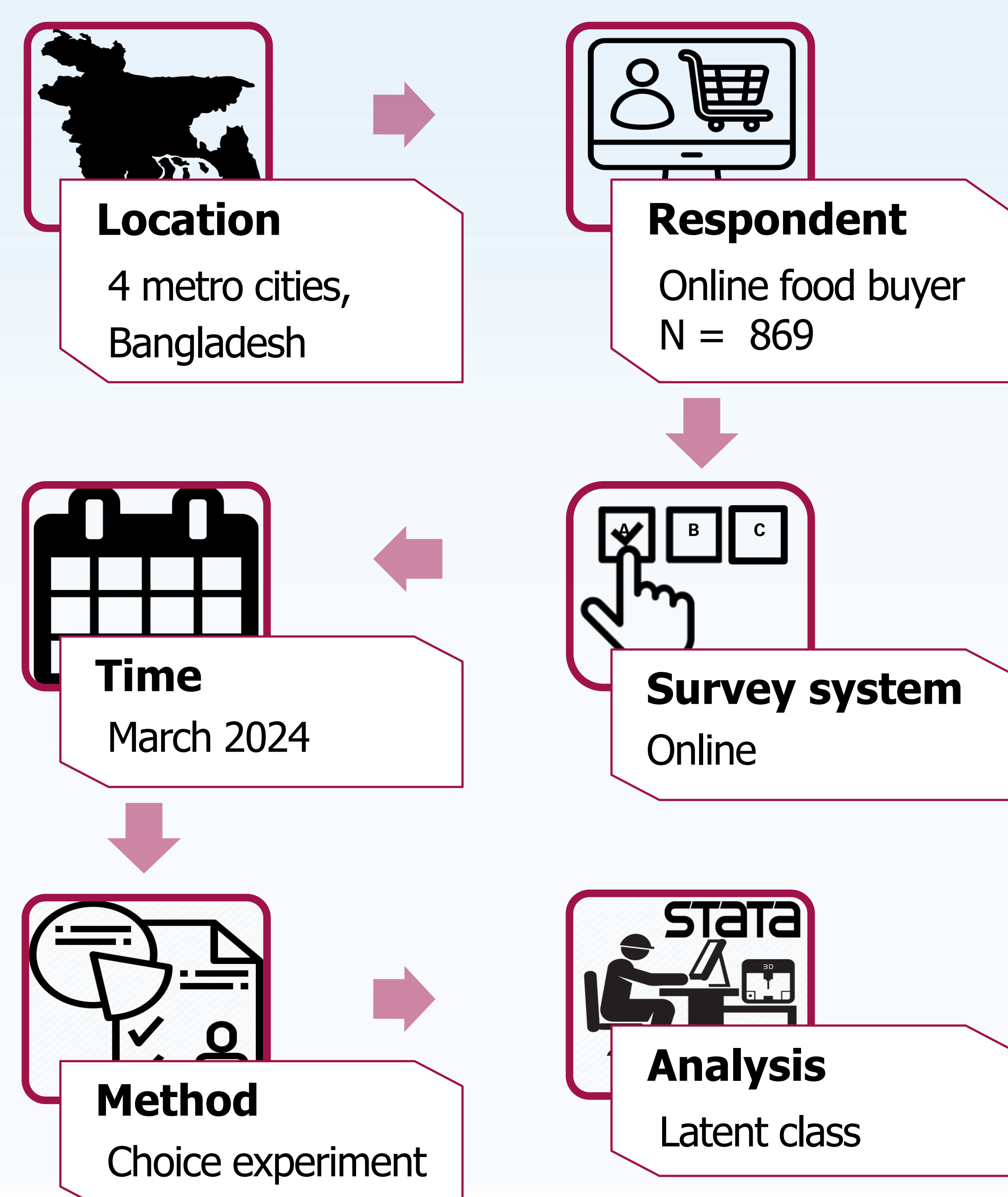


Fig 1. Example of a Facebook page selling aquatic products.

Objectives:

- To identify consumer segments in f-commerce for shrimp purchases.
- To assess market potential for female entrepreneurs.

Methodology



Results

Consumers mainly buy shrimp from physical markets but 40% participants buy shrimp at least sometimes from online platform (Fig 2).

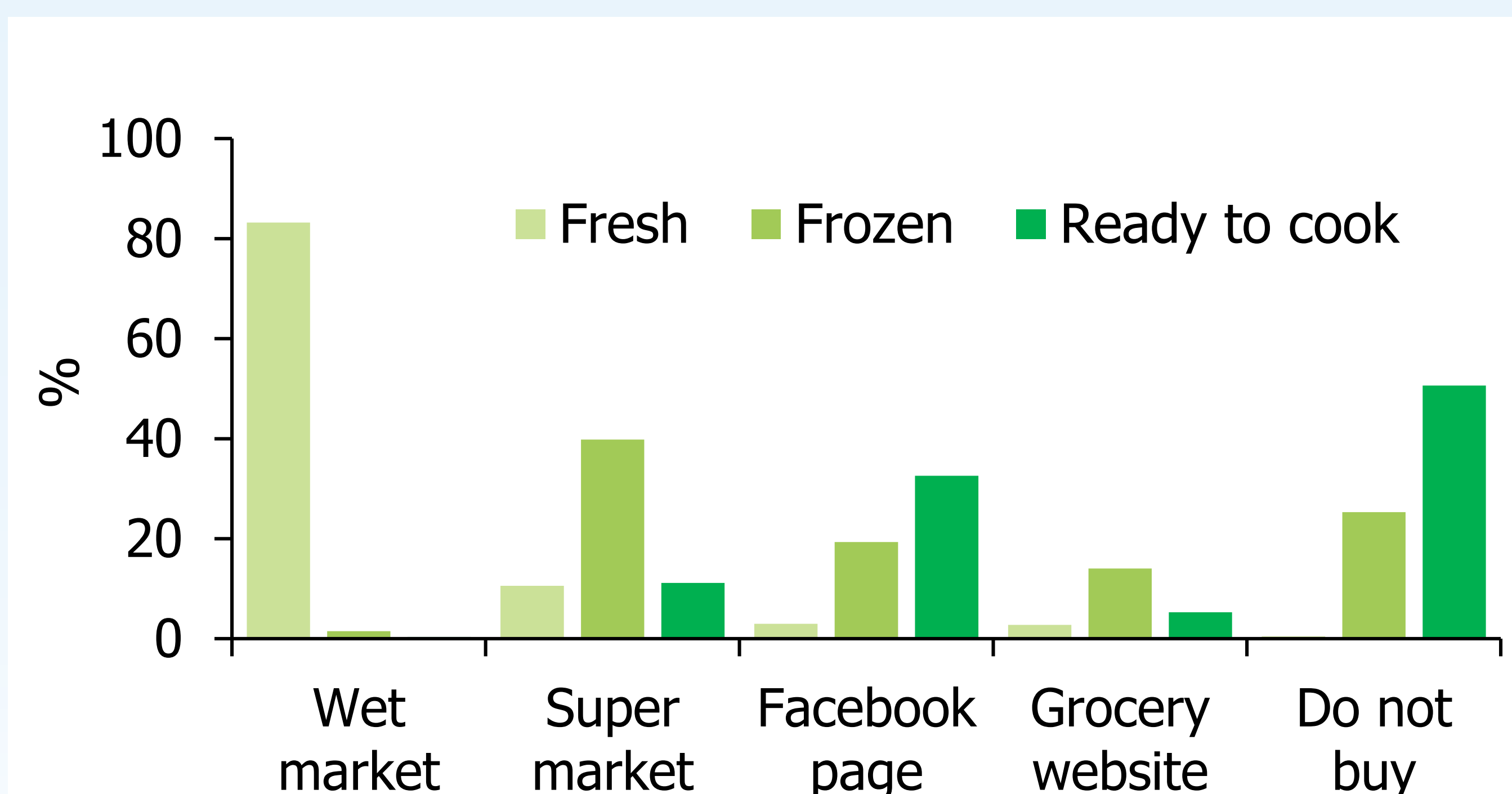
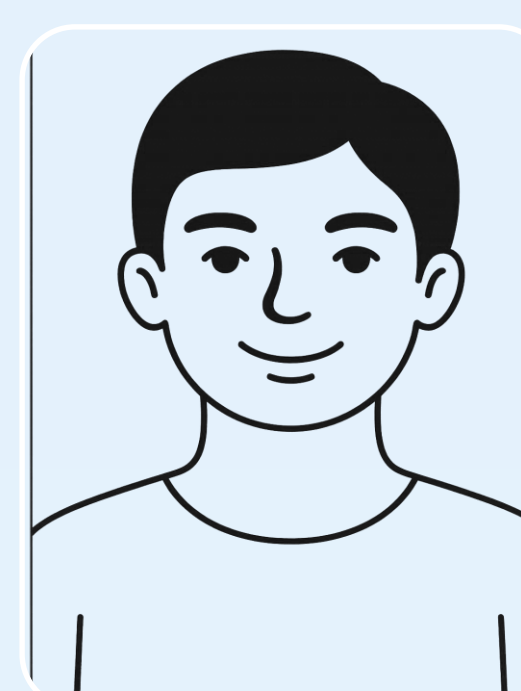


Fig 2. Purchasing places for different forms of shrimp.

Latent class analysis identified four distinct consumer segments with clear gender-based preference patterns, as follows:

Consumer segments for shrimp purchase in f-commerce

Male seller preferred segments



Critical & conscious : 34 %

- Prefers safety indication, fresh shrimp
- Emphasizes reviews

Convenience-oriented : 35%

- Prefers ready-to-cook and frozen shrimp
- Price sensitive

Female seller preferred segments



Skeptical female-supportive : 10 %

- Prefers fresh shrimp
- Emphasizes reviews

Price-sensitive female-supportive : 21%

- Prefers fresh shrimp
- Price sensitive

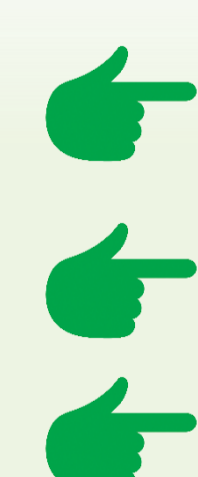


Highlights

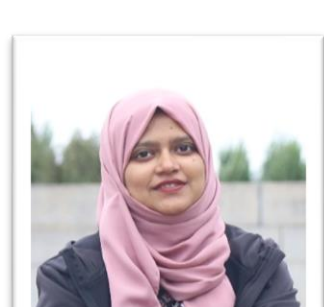
Female entrepreneurs should,

adapt market strategy for the target groups:

- Use a quality-focused strategy for skeptical female supportive consumers
- Apply low-pricing strategy for price-sensitive female-supportive consumers



- highlight positive reviews and safety indications
- offer wide product range of shrimp
- be provided training by policy makers



Contact
Shanjida Sharmin
sharminbau41@gmail.com

U N I K A S S E L
V E R S I T Ä T

