

Rise of Facebook as a Social Media Marketing Tool among Momtrepreneurs

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Abstract: Social media marketing is becoming a powerful tool in the current online world. Everyday organizations are coming up with new tools to reach their customers faster, better and sell their products. Facebook, comes under the social networking wing of social media marketing tools. Facebook is quite literally, beginning to take over the world. There has been a staggering rise in the number of users registering for a facebook account in the recent times. Apart from merely being a social networking site, Facebook has also initiated a selling platform where businesses can setup their business page, create groups, create fan pages and can sell, promote and advertise their products. Indians Organizations promoting their products through Facebook platform is on a rise. Interestingly, there are lot of women who are motivated in pursuing their entrepreneurial dreams via Facebook, this include, working-mothers, stay-at-home mothers and women. This study focuses on studying about the Momtrepreneurs (Mom + Entrepreneur) conducting business in the facebook platform. The criteria has been set as, stay-at-home mothers who sell baby-related products through facebook are identified as samples and survey was conducted for them. This study investigates the effectiveness of Facebook as a business platform for Momtrepreneurs and the factors that determine the success for them in their business. The study has used Factor analysis and Multiple Regression analysis to arrive at the same.

Keywords: Facebook, Social media marketing, Momtrepreneur

Over the years, Facebook has evolved from being a social media marketing tool to Global internet phenomenon. It is named as one of the four companies among Google, Amazon, Facebook and Apple (GAFA companies) (Coupez, 2015) who literally rule the online world. Mark Zuckerberg was a Psychology student in Harvard University when he first founded Facebook along with his friends Eduardo Saverin, Dustin Moskovitz, and Chris Hughes in 2004. He was a keen computer programmer who was interested in designing software and coding; and was building small scale projects before Facebook (Ellison, Steinfield & Lampe, 2007). The predecessor project of Facebook, called 'Facemash' was shut down by the Harvard University because of violating its rules. Later, Mark Zuckerberg registered a similar project in the name of 'TheFacebook' with the url <http://www.thefacebook.com> in January 2004 to offer services to Harvard students where they can post their photos, give information on their likes, dislikes, clubs they belonged to among others. Until the year 2006, the main users of Facebook were, students from Universities such as Harvard, Yale, Stanford and students from high schools of Mexico, UK and Ireland. Only after 2006, Facebook was open to users across the globe who were above 13 years and had a valid mail id (Amichai-Hamburger & Vinitzky, 2010). Since then, the company has been moving to heights with its successes.

In 2008, Facebook surpassed MySpace (the then most visited Social media site). It became the largest social network in the world, with more than one billion users as of 2012, and about half that number were using Facebook every day (Capua, 2012). According to Facebook Official page, as of Q2 2018, worldwide, there are over 2.23 billion monthly active Facebook users and the average time spent per Facebook visit is 20 minutes. Access to Facebook is free of charge, and the company earns most of its money from advertisements on the website. New users can create profiles, upload photos, join a pre-existing group, and start new groups. The website even has some interesting pages where users can buy and sell their items without any hassle. The site has many components, including (i) Timeline, a space on each user's profile page where users can post their content and friends can post messages; (ii) Status, which enables users to alert friends to their current location or situation; and (iii) News Feed, which informs users of changes to their friends' profiles and status. Users can chat with each other and send each other private messages. Users can signal their approval of content on Facebook with the Like button, a feature that also appears on many other Websites.

As Per Britannica facts, Facebook has become a powerful tool for political movements, beginning with the U.S. presidential election of 2008, when more than 1,000 Facebook groups were formed in support of either Democratic candidate Barack Obama or Republican candidate John McCain.

I. FACEBOOK AS A MARKETING TOOL

In May 2007, Facebook opened their Marketplace, which lets users post classifieds to sell products and services. The platform was also looking beyond personal profiles to how businesses could use the site. By the end of 2007, over 100,000 companies had signed up, with Facebook launching pages for businesses to support this (Kashif, 2013). Already they're making plans to build on existing ad revenue to make advertising on the

platform accessible to even the smallest of businesses. As in Facebook's Official page, 42% of marketers in US have reported that Facebook is critical or important to their business in 2018. Also, 16 Million Local business pages have been created as of May 2013 which is a 100 percent increase from 8 million in June 2012. Facebook marketing has transformed how business is conducted, and its use by local businesses to extend their markets continues to explode (Chowdhury & Saha, 2015).

Facebook is viewed as an ideal replacement of traditional marketing or telemarketing where customers get irritated by the number of unwanted calls and visits they get through call-centers. The advantages of using facebook for business weigh more than the disadvantages. Facebook offers penetration and larger geographical reach to the prospect customers. The companies can also target both global audience and local audience at the same time. It is highly useful for businesses selling their niche products, where they can identify their customers clearly through facebook pages. Unlike traditional marketing platform, where the marketing campaign ROI cannot be measured accurately, Facebook marketing can be measured for its efficacy as click- through and conversion of eyeballs into purchases is readily available.

The benefits of using Facebook in Business are mixed. Apart from selling or promoting products, some employers have begun using them to evaluate job candidates in hiring decisions (Karl, Peluchette, & Schlaegel, 2010a, 2010b; Kluemper & Rosen, 2009). Given the findings reported in the identity presentation section of this article, which suggest that impressions based on Facebook profiles are generally accurate, it may make good sense from the employer's perspective to evaluate the information found on Facebook profiles (Back et al., 2010; Waggoner et al., 2009; Weisbuch et al., 2009).

Who is a Momtrepreneur?

According to Wiktionary, "Momtrepreneur is a mother who runs a business out of her home, implicitly to earn extra income without the commitment of traditional employment".

Women from all walks of life are looking for more autonomy in work, better work-life balance and career flexibility in terms of employment. They want to achieve financial independence, fulfillment, empowerment and prioritize family life. Most of the working mothers don't have an opportunity to rejoin their career after their pregnancy. The guilt of 'Who will take care of my child?' takes them over for a ride and most women never pursue their career further. Some even stay at home for few years and wait till their children grow to rejoin their career. But this was all a scenario before Facebook era, in the recent times, women are chasing their entrepreneurial dreams by selling products through their Facebook account, where they create and find ample number of opportunities for their products. They are looking for a satisfaction in their entrepreneurial abilities where they balance the best parts of their life.

Interestingly, Momtrepreneurs selling baby products in facebook are in a rise in the recent years. This ranges from selling baby clothes, toys, books, cloth diapers to preloved baby items. There was a huge market for preloved items in facebook in the past year. Most of the moms have come out of their comfort zone of buying only new clothes\toys for their child to buying preloved books\toys which are imported from foreign countries and are obviously without much tear and wear, scribbles and damage.

The Momtrepreneurs are so involved in buying their materials or products from foreign brands from foreign countries. In case of cloth diapers (Alva, Charlie banana, Grovia, Smart Bottoms - from USA), baby clothes (from Alibaba and others), prelove books (imported from USA and UK) and toys (from China, Singapore and USA). These momtrepreneurs contact their suppliers through Facebook and some have even gone to the level of visiting the factories in China and Singapore to customize their toy products.

Momtrepreneurs sell or promote their products through Facebook pages, websites and by sending personal messages. Most of the momtrepreneurs take the way of explaining how to use their products in videos (in case of cloth diapers\ how to play magnetic tiles) and explain their potential benefits which creates interests among the viewers. The customers for these momtrepreneurs are other mommies who are looking to buy quality products for their child. New mothers most of the time are not sure of what to buy and where to look for expert advice. They look for an assurance from people that they are buying the best item and it will not create any harm for their child. This is where momtrepreneurs pitch in and help the customers in choosing the best quality product from their own experience.

Momtrepreneurs can be considered as full-time round-the-clock workers where they work for their own company. After they list their business in facebook, they have to spend most of their time in making contacts, establishing relationships among existing customers, identifying prospects and addressing a grievance. They are multi-taskers who take care of their online business and at the same time manage their family without any major hiccups.

II. LITERATURE REVIEW

E.J.Westlake in his article, "Friend Me if You Facebook: Generation Y and Performative surveillance" states that Facebook was founded as a way to enhance face-to-face contact on university campuses, it has virtual and physical life unique on the internet. Contrary to prevailing attitudes of Baby Boomers and Generation X-ers

that Generation Y is somehow socially and politically disengaged because of technology, the opposite is true. The internet has changed the way we read text and the way we read each other's performances.

Tomas Urbanek in his research thesis titled "Facebook as a marketing tool" argues about how Facebook has the potential to reach a massive audience, but it is a competitive marketplace like any other. There are equal opportunities for everyone, and companies need to fight for their fans. He highlights that Facebook is still developing and adapting to current situation in order to stay competitive. Despite Facebook's unique challenges as a digital medium, there are ways for companies to use it as an effective marketing tool.

Arthelo P. Palma in his article "Effectiveness of Facebook as a free marketing tool" points out that the success of Facebook as a marketing tool may depend on the aggressiveness of the promotion and the amount of understanding of the human emotion or consumer behavior. He further adds that a page on Facebook where threads or posts have to be posted can be created for free, which has become a budding marketing venue for small and big-time entrepreneurs alike, writers, celebrities, organizations and many other.

Al-Mu'ani and Saydam in their article, "Facebook as a Marketing Communications Tool - Facebook Official Pages Content Analysis for Jordanian Telecommunications Companies in the Mobile Operators Sector" finds that Jordanian telecommunications companies in the mobile operators sector utilize Facebook as a marketing communications tool to reach consumers in a transparent way. They don't seem to control the messages on their page, as they let consumers speak freely and criticize their companies in public. Jordanian consumers criticize and spread negative word of mouth much more than praising the companies and they engage the most with giveaways and lowest with societal posts

Pantano, Tavernise, & Viassone in their article "Consumer perception of computer-mediated communication in a social network" conducted a survey of 689 customers provided baseline opinions toward the bakery, and participants were subsequently invited to join the bakery's Facebook fan page. Participants reported an increase in store visits per month after joining the fan page, suggesting that Facebook can act as an effective niche marketing tool. In addition to increasing interaction with customers, company pages also give businesses a continuous source of consumer feedback, which can act as an important source of information when it comes to adapting and improving products.

There are very few studies' pertaining to Facebook as a marketing platform, as it is still a developing area. A few articles attempted to assess the ultimate financial value of using Facebook as a business tool, but much research in this area remains to be done. Also, the researcher observed that there are no direct articles which discusses about momtrepreneurs using Facebook as a marketing tool. On this note, this research would be useful for understanding the implications of Facebook marketing for momtrepreneurs in selling baby products.

Objectives of the study

The following are the objectives of the study:

1. To investigate the effectiveness of Facebook Marketing for business by Momtrepreneurs.
2. To identify the factors which determine the success of business in Facebook for Momtrepreneurs.

III. RESEARCH METHODOLOGY

The present study is an Empirical research based on survey method. Convenience sampling was used for the study. A sample size of 40 momtrepreneurs who sells baby products in India through Facebook was taken as sample for the study. The data was collected with the help of a Structured Questionnaire prepared based on the objectives listed. The questionnaire was carefully designed, pre-tested and finalized. The data was collected from August 2018 to September 2018. Pilot testing was done before circulating the questionnaire to the respondents. A group of 10 momtrepreneurs were taken for pilot testing and were asked to fill the questionnaire. The absolute aim of conducting the pilot study is to record the views of the respondents and the deficiencies in the questionnaire of the study that are to be rectified. This pilot study had helped to check whether the questions were clear and understandable, and to eliminate any ambiguity or lack of clarity in the question wording. Based on the responses of this group, the suitable modification was made to the statements included in the scales prepared. Then the questionnaires were sent to the respondents via Google forms and were analyzed by SPSS (version 20) software. The data collected during the pilot study are subjected to reliability test using Cronbach's Alpha method, which gave an average reliability output of 80 per cent. This is indicative that the reliability of the responses is considered adequate for the purpose of the study.

Table 1. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.783
Bartlett's Test of Sphericity	Approx. Chi-Square	1297.098
	Sig.	Less than 0.001**

** Significant at 1 per cent

IV. ANALYSIS AND RESULTS

The demographic variables of the Momtrepreneurs showed that most of them have Post-graduate education and are in the age group of 31-40 years. Majority of the momtrepreneurs are involved in selling preloved books, toys and cloth diapers. Their work hours depends on their child nap-time and few take the help of maids. They had a successful career before their pregnancy and the prime motive for initiating the business is their entrepreneurial spirit and need for financial freedom. They faced a situation in the past where they could not buy quality products for their child and that became their intention to start selling products for kids. Momtrepreneurs idea of selling in Facebook mainly focuses on saving time, space and faster reach to customers.

Before proceeding with factor analysis the eligibility of the data was tested by conducting KMO-Bartlett's test. Table 1 represents the KMO and Bartlett's test which indicates the proportion of variance in Momtrepreneurs perception towards Facebook usage for business variables that might be caused by underlying factors.

This KMO and Bartlett's test is a measure of sampling adequacy and multivariate normality among variables. The Kaiser-Meyer-Olkin value of 0.783 which is greater than 0.50 indicates that factor analysis is useful for the primary data. Bartlett's test of Sphericity tests the hypothesis that correlation matrix is an identity matrix, which would indicate that variables are unrelated and therefore unsuitable for structure detection. Since 'P' value is less than 0.01, the hypothesis is rejected and indicate that variables are related to factor analysis and is useful with primary data. The factor analysis for Momtrepreneurs perception towards Facebook usage for business is presented in Table 2.

Table 2. Exploratory Factor Analysis

Factors	Effectiveness of Facebook for Business	Factor loading	Eigen values	% of variance	Cumulative %	Cronbach's (α)
I Competitor Analysis	1. I constantly use 'Facebook insights' to get statistics about my business	0.697				0.816
	2. I use the option of 'Watch page' in Facebook to watch my competitor's page.	0.674				
	3. My business profit has increased after selling in Facebook	0.798	2.657	24.155	24.155	
	4. Facebook keeps me updated on trending topics, industry changes, brand alterations and best practices	0.656				
II Customer Engagement	1. I use 'Tag' option to promote my products among potential and existing customers	0.622				0.833
	2. I feel that when customers do more 'Liking and sharing', it improves my product's brand awareness	0.644	1.850	16.822	40.977	
	3. I can form groups, fan pages and connect with my existing customers	0.625				
III Innovation & creativity	1. I display my product images with the help of colorful graphics and multimedia	0.638	1.538	13.983	54.960	0.852
	2. Based on my creative ability, I can boost the page - traffic by posting interesting content	0.752				
IV Customer	1. I am easily able to identify prospect customers in	0.787	1.289	11.718	66.678	

Acquisition	Facebook	0.916
	2. I get access to global markets and customers via Facebook.	0.741

In Factor Analysis, statements related to effectiveness of facebook for business are analyzed for common factors that define similarity among the statements. Out of eleven variables, four factors are extracted based on the criterion that factors with Eigen values of one or more should only be extracted. Grouping of factors is done and each factor is given a grouped name. The Cumulative percentage of variance extracted together from the four factors account for 66.678 per cent of the total variance from the information contained in the original eleven variables. It is a good result, since the number of variables (from eleven variables reduced to four underlying factors), while only 33.322 per cent of the information content is lost (66.678 per cent is retained by four factors). Reliability of the items was assessed by examining internal consistency through Cronbach's alpha (α) method. The Cronbach's values for the four factors are 0.816, 0.833, 0.852 and 0.916 respectively. For the reliability of the scale, the value of alpha (α) should be greater than 0.70 (Nunnally, 1978). It can be seen that the reliability of each construct exceeds the value 0.70. Overall, the data is supported for reliability.

Also from the above table, three variables have loadings of 0.697, 0.674, and 0.798 on factor I with Eigen value of 2.657 and their percentage of extraction is 24.155. This suggests that Factor I is a combination of these three original variables and is named as "Competitor analysis" which captures the essence of the original variables.

In Factor II, three variables have loadings of 0.622, 0.644 and 0.625 with Eigen value of 1.850 and their percentage of extraction is 16.822. This suggests that Factor II is a combination of these three original variables and is named as "Customer Engagement" which captures the essence of the original variables.

In Factor III, two variables have loadings of 0.638 and 0.752 with Eigen value of 1.538 and their percentage of extraction is 13.983. This suggests that Factor III is a combination of these two original variables and is named as "Innovation and creativity" which captures the essence of the original variables.

In Factor IV, three variables have loadings of 0.787, 0.741 and 0.787 with Eigen value of 1.289 and their percentage of extraction is 11.718. This suggests that Factor IV is a combination of these three original variables and is named as "Customer Acquisition" which captures the essence of the original variables. It can be understood that these are the four factors that are necessary for Momtrepreneurs to succeed in Business using Facebook as a marketing tool. Following Factor analysis, Multiple Regression analysis was done to identify the relationship among the factors which determine the success of Momtrepreneur business in Facebook.

Table 3. Multiple Regression Analysis between the factors that determine the success of Momtrepreneur business in Facebook

Multiple R value	0.445
R Square	0.198
F value	26.235
P value	Less than 0.001**

** Significant at 1 per cent

Table 4. Variables in the Multiple Regression Analysis

Variables	Unstandardized Coefficients		Standardized Coefficients	t value	P value
	B	Std. Error	Beta		
(Constant)	42.475	1.866		22.764	Less than 0.001 **
Customer acquisition (X ₁)	0.267	0.184	0.151	1.450	0.148
Creativity & Innovation (X ₂)	0.515	0.204	0.282	2.525	0.012
Competitor Analysis (X ₃)	0.436	0.131	0.246	3.321	0.001**
Customer Engagement (X ₄)	0.905	0.155	0.434	5.825	Less than 0.001 **

** Significant at 1 per cent

The multiple correlation coefficient is 0.445 and it measures the degree of relationship between the actual values and the predicted values of the factors that determine the success of Momtrepreneur business in Facebook. Because the predicted values are obtained as a linear combination of Customer Acquisition (X1), Creativity & Innovation (X2), Competitor Analysis (X3) and Customer Engagement (X4), the coefficient value of 0.445 indicates that the relationship between factors that determine the success of Momtrepreneur business in Facebook is quite strong and positive. The Coefficient of Determination R-square measures the goodness-of-fit of the estimated Sample Regression Plane (SRP) in terms of the proportion of the variation in the dependent variables explained by the fitted sample regression equation. Thus, the value of R square is 0.198 simply means that 19.8 per cent of the variation in Success of Facebook Marketing is explained by the estimated SRP that uses Customer acquisition, Creativity & innovation, Competitor analysis and Customer engagement as the independent variables and R square value is significant at 1 per cent level.

The multiple regression equation is,

$$Y = 42.475 + 0.267X_1 + 0.515X_2 + 0.436X_3 + 0.905X_4$$

Here the coefficient of X1 is 0.267 represents the partial effect of customer acquisition on Success of Facebook Marketing, holding the other variables as constant. The estimated positive sign implies that such effect is positive that Success of Facebook Marketing score would increase by 0.267 for every unit increase in customer acquisition and this coefficient value is significant at 1 per cent level. The coefficient of X2 is 0.515 represents the partial effect of creativity & innovation on Success of Facebook Marketing, holding the other variables as constant. The estimated positive sign implies that such effect is positive that Success of Facebook Marketing score would increase by 0.515 for every unit increase in creativity & innovation and this coefficient value is significant at 1 per cent level. The coefficient of X3 is 0.436 represents the partial effect of competitor analysis on Success of Facebook Marketing, holding the other variables as constant. The estimated positive sign implies that such effect is positive that Success of Facebook Marketing score would increase by 0.436 for every unit increase in competitor analysis and this coefficient value is significant at 1 per cent level. The coefficient of X4 is 0.905 represents the partial effect of customer engagement on Success of Facebook Marketing, holding the other variables as constant. The estimated positive sign implies that such effect is positive that Success of Facebook Marketing score would increase by 0.905 for every unit increase in customer engagement and this coefficient value is significant at 1 per cent level.

Based on standardized coefficient value, X4 (Customer engagement) is the most important factor for Success of Facebook Marketing followed by X2 (Creativity & Innovation), X3 (Competitor Analysis) and X1 (Customer acquisition).

Recommendations

Following are some of the recommendations for momtrepreneurs to succeed in their business in facebook.

1. Momtrepreneurs can attract new customers by writing engaging posts on frequent basis on their products, demonstrating the usage in videos, posting attractive pictures, posting satisfied customer feedbacks, discussing about the product in fan page\ group forum.
2. The prime time to launch the products in Facebook page is between late afternoon- midnight, where most of the customers (other moms) return from work and get to see their facebook account.
3. Momtrepreneurs can use different tactics to launch their product in facebook like conducting contests, giveaways, posting products by surprise, informing specific time to customers and selling on first-come first-serve basis.

They can engage customers using facebook messenger and whatsapp groups and keep them informed on new products and offers

V. CONCLUSION

This study contributes to the existing literature & research in several ways. As only a dearth of literatures are available for this particular study, this research will be of great help to the future researchers. The study identified that Momtrepreneurs are slowly evolving to growth in the social media business platform and majority of the moms prefer facebook as their primary marketing tool. The prime motive of Momtrepreneurs for initiating the business is their entrepreneurial spirit and need for financial freedom. Also, Facebook helps them in saving time and space and also provides faster reach to their customers than other platforms. With respect to effectiveness of using Facebook as a social media marketing tool, four factors are identified. They are Customer acquisition, Creativity & innovation, Competitor analysis and Customer engagement. These four factors are inter-related and they act as the strong predictors for success in the Facebook business of Momtrepreneurs. Among the four factors, customer engagement is the important success factor.

Limitations of the study and scope for further research

Every study has its limitations on own. First, this study has limitation of sample size. As many momtrepreneurs are catering only to whatsapp groups or involved in direct selling, getting adequate response was a problem. Future research in this direction can take more sample size involving momtrepreneurs across

globe. Second, this study focuses on the momtrepreneurs who are selling baby products in facebook, there are others selling men and women clothes, cookware, art-related products and the like. So, a study involving all the business in facebook platform can give an accurate idea on effectiveness of Facebook as social media marketing tool.

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